

The RETAIL DRUGGIST

of Canada

Published by
The Commercial Press, Limited

51 Wellington Street West
Toronto

FELLOWS' SYRUP OF HYPHOSPHITES

The Standard Tonic for over Half a Century

Prescribed by Physicians all over the world, Fellows' Syrup of the Hypophosphites, in addition to being in constant and increasing demand, adds distinction to a chemist's show window. It is a symbol of progressiveness and reliability.

Fellows' Laxative Tablets "The Tablet with a Pedigree"

In two sizes, namely:
Large bottles (containing 100 tablets)
Small bottles (containing 40 tablets)

At all first class Chemists

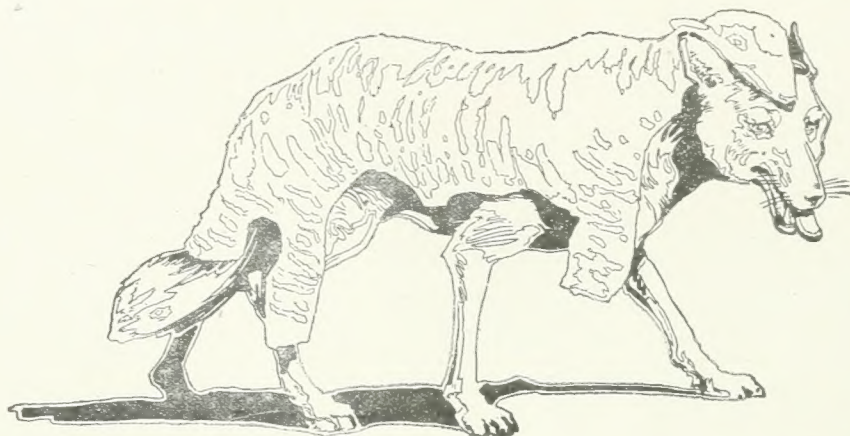
Fellows Medical Mfg. Co., Inc.
NEW YORK, U. S. A.

Keep well corked in a cool place. Shake the Bottle when a precipitate settles at the bottom.

SYRUP OF HYPHOSPHITES
FELLOWS' COMPOUND SYRUP
PREPARED AT
FELLOWS' MEDICAL MANUFACTURING CO., INC.
NEW YORK, U.S.A.
FELLOWS & CO. CHEMISTS.
ST. JOHN, N. B.

Medium dose for an adult, and one-half for children before, after or during meals in a weakly or ill person. Water dose for young persons in proportion.

READ CAREFULLY THE GENERAL DIRECTIONS IN CIRCULAR SURROUNDING EACH BOTTLE.
PREPARED ONLY AND GUARANTEED BY THE
FELLOWS' MEDICAL MANUFACTURING CO., INC.
NEW YORK, U.S.A.
FELLOWS & CO. CHEMISTS.
ST. JOHN, N. B.



Don't be "Wolfed" by "Promisers"!

Bayer is spending more money to send customers into drug stores to buy "Bayer Tablets of Aspirin" than ever before. There is only one Aspirin, made by Bayer and made in Canada.

If anybody tries to get you to stock up with "something else" on the promise of "big advertising," be careful!

Many a druggist has a morgue full of "dead ones" that were unloaded by some of these trade-wolves in sheep's clothing.

There's a heap of difference between promises made and promises kept.

Bayer's promise to help you sell "Bayer Tablets of Aspirin" is backed up by a tremendous lot of educational Bayer advertising, running every day, week and month of the year.



Bayer Insures Easy Sales, Quick Turnover

Stock double—all sizes, boxes of 12 or bottles of 24 and 100 tablets. Sale guaranteed. Your money back any time you want it on all unsold goods.

Show a Bayer Window Display in Colors. Write for it today. Let people know yours is a Bayer store, and get the benefit of big Bayer ads in your home-town newspapers.

THE BAYER COMPANY, Limited, 52 Sandwich Street, West, WINDSOR, ONT.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylic acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

Some Day They'll Wear Out —But Pull Out—NEVER



If your life depended on the bristles holding. YOU'D BE SAFE.

AMONG the most famous of all trade names is the word "Rubberset." This trade mark is found on shaving brushes, hair brushes, nail brushes, tooth brushes—in fact Brushes for all purposes.

Years ago we found a process of overcoming the greatest fault in brush-making—the shedding of bristles.

We found a process of setting bristles in vulcanized rubber that made the bristles actually part of the brush—THEY COULDN'T come out.

This was the greatest advance in the art of brushmaking. To-day we maintain two factories in Canada and Rubberset brushes are sold throughout the world. Dealers in all parts of Canada consider Rubberset Brushes one of the most profitable and satisfactory commodities they sell.

Rubberset Brushes are sold under our unchanging and iron-clad guarantee—"Rubberset must make good—or we WILL."

What Every Dealer Knows—

You know, Mr. Dealer, that it is much more profitable, much more satisfactory, to sell goods bearing a famous name—goods that always give satisfaction to the buyer—goods that are guaranteed. If you sell Brushes—sell Rubberset Brushes.

Be guided
by our
trade mark



Be guarded
by our
guarantee

RUBBERSET

Brushes bearing
this trade mark

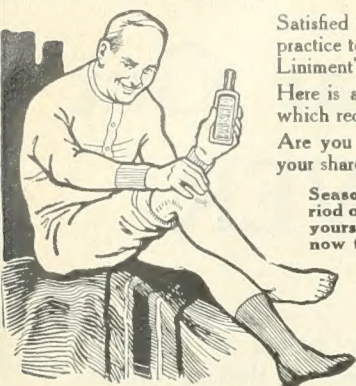
ARE MADE IN
CANADA

RUBBERSET COMPANY, LIMITED

Factories: TORONTO AND GRAVENHURST, CANADA



Every Bristle Gripped EVERLASTINGLY In Hard Rubber

CHAMBERLAIN'S LINIMENT

Satisfied users all over Canada make it a practice to keep a bottle of "Chamberlain Liniment" in the house all the time.

Here is a steady all-year-round demand which requires no "Sales-talk."

Are you as a dealer prepared to obtain your share of this profitable trade?

Seasonal demands vary. The period of brisk sales is near. Assure yourself your stocks are ample now that it is known in homes all over Canada as a safe and reliable remedy.

Chamberlain Medicine
Company
TORONTO

"LAIT BEETHAM'S"
Reg'd **Larola**

is one of the most popular Toilet Preparations in England, and is specially suited to the extremes of the Canadian climate. It is invaluable for preserving the Skin and Complexion from the effects of exposure to the Sun, Frost, and Cold Winds, and always finds a ready sale wherever introduced.

ADD IT TO YOUR STOCK AND INCREASE YOUR PROFITS!

Sole Proprietors:

M. BEETHAM & SON - CHELTENHAM, England

"The **D&L**"
TRADE MARK

PRESCRIPTION

1920

Improved Hypophosphite Medication in two forms
WITH SUGAR WITHOUT SUGAR

Large Size	\$12.00 per dozen
Medium Size	8.00 per dozen
Small Size	4.00 per dozen

Rapidly becoming the leading preparation of the Hypophosphites in use in Canada.

Extensive and continued sampling to Physicians has brought widespread and increasing response.

Obtain your share of these Prescriptions by ordering a quantity to-day. Address:

DAVIS & LAWRENCE CO.

MANUFACTURING PHARMACISTS

356 ST. ANTOINE STREET - - - - MONTREAL

PA-MO

Straw Hat Cleaner

Keeps the Straw White

Just two cents and two minutes to clean a hat

Manufactured by

The Lyman Bros. & Co., Limited
TORONTO

Place your orders NOW for the season's supply.



"Now I'm all right"



"NORVIC" CREPE BANDAGE
(Reg'd)

SUPERIOR ENGLISH MANUFACTURE. FAST WOVEN EDGES

Extremely Elastic, but contains no rubber
Invaluable for binding. Displaces rubber and elastic web. More durable and one-third the cost. The Norwich Crepe Bandages, containing wool, will provide warmth, and do not absorb grease readily. Self-clinging and self-adjusting. Perfectly cleansed, sterilized, and resiliency entirely restored by washing in hot, soft water (with addition of a little soap). The edges will not fray out nor ravel. Made and supplied to the leading wholesale houses, neatly wrapped in labelled packages. Commended by the medical and nursing professions. Samples, prices, and full particulars are obtainable from:

THE NORWICH CREEP COMPANY (1856), Limited, St. Augustine's Silk Mills, NORWICH, England
Messrs. Snider & Bossons, Winnipeg. Mr. I. A. Snider, 13 Leader Lane, Toronto.
Mr. F. J. Bossons, Terminal City Club, Vancouver.

"Real Cake" Sugar Cones For a Rapid Turnover

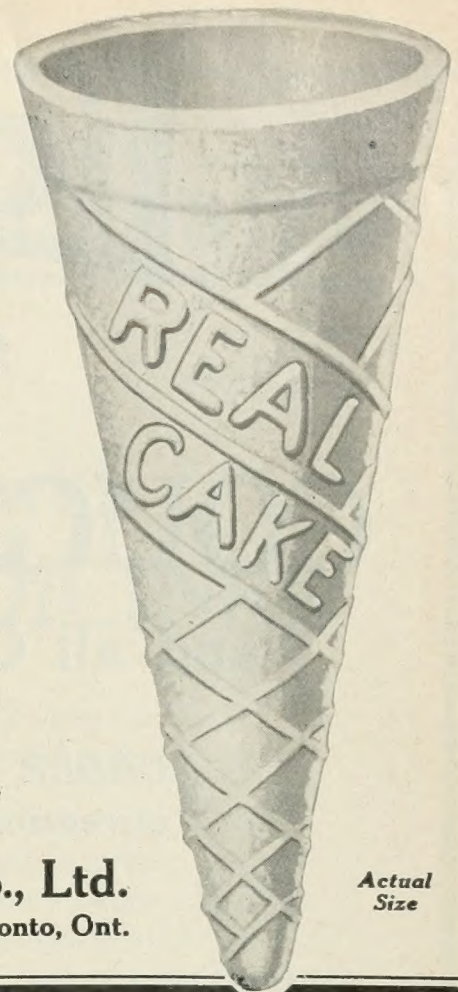
"TWICESGOOD PACKING"
NO BROKEN CONES



The five-cent cone will be the big seller in the ice cream business this season. Economy is the watchword these days and people everywhere are spending their money more wisely. It will pay you to have a good supply of Real Cake Cones. They are the acme of quality and their delicious flavour materially helps in creating more sales. Write us to-day. Let us convince you we are right in three things:

Quality Service Price

Real Cake Cone Co., Ltd.
81 Jarvis Street - Toronto, Ont.



MAJIC *Dye Soap* FLAKES

THIS is the time for selling Dye.

If you recommend and sell Magic Dye Flakes you will satisfy your customers, and make very handsome profits.

The quality of *Magic Dye* is second to none, all 21 colors being equally good.

Order through your jobber or direct from us.

W. G. PATRICK & COMPANY, LIMITED

51 Wellington Street West

Toronto, Ontario

Licoricine

ACTS LIKE MAGIC

ESTABLISHED OVER 50 YEARS

CURES COUGHS and COLDS and all Chest and Lung Affections

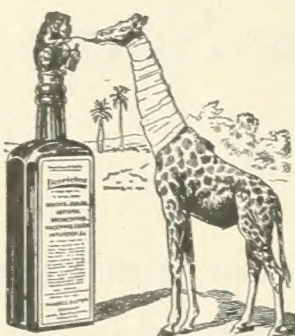
ORDER A SUPPLY NOW. There is an increasing demand for this Popular Medicine.

TERMS ON APPLICATION.

SHOWCARDS, WINDOW SLIPS, Etc., SUPPLIED

Licoricine is an article of wonderful merit. Wide-spread recommendation and steady and persistent advertising ensure a rapidly increasing sale.

YOU stock it, of course?



"No case too bad!"

PLEASANT TO TAKE QUICK TO CURE

Licoricine is safe and sure for all ages, and sells readily wherever introduced.

MANDALL'S "RED BOTTLE"
or
ST. PETER'S OIL

for {
SPRAINS
SWELLINGS, GOUT,
RHEUMATISM
STIFF JOINTS, Etc.

PROPRIETORS :

MANDALL & CO., Ltd.

Manufacturing
Chemists

Tower Works
17, 19 and 21 Stepney Road
NEWCASTLE-ON-TYNE
England

Big Newspaper Campaign

Starts March 15th

Time to stock up with DR. CHASE'S MEDICINES

Big advertising makes easy sales and quick turnover. This is why we believe you will be interested in this announcement.

Dr. Chase's Almanac has now been placed in practically every home in Canada, and we are now beginning the Spring Newspaper Campaign, using nearly all the leading papers from coast to coast.

This will create a lively demand for Dr. CHASE'S Medicines. If you are to get full benefit of this campaign it will be advisable to be sure your stock is sufficient.

Messrs. Jury & Leslie, Owen Sound, Ontario, write: "Dr. Chase's Nerve Food and Kidney-Liver Pills are the fastest-selling remedies we have ever handled."

Mr. Trout, of Standard Drug, Ltd., London, Ont., writes: "Our experience with Dr. Chase's medicines is that they are the most rapid selling medicines in London and St. Thomas."

May we suggest that you look up your stock and take advantage of this

SPECIAL OFFER

With an order for \$25.00 or more to be filled by your jobber we shall send YOU FREE ONE OF DR. CHASE'S LARGE ENAMELLED METAL THERMOMETERS (four feet long and eight inches wide), a durable attraction for your store front.

Edmanson, Bates & Co.

Limited

Dr. Chase Building, Toronto, Ont.

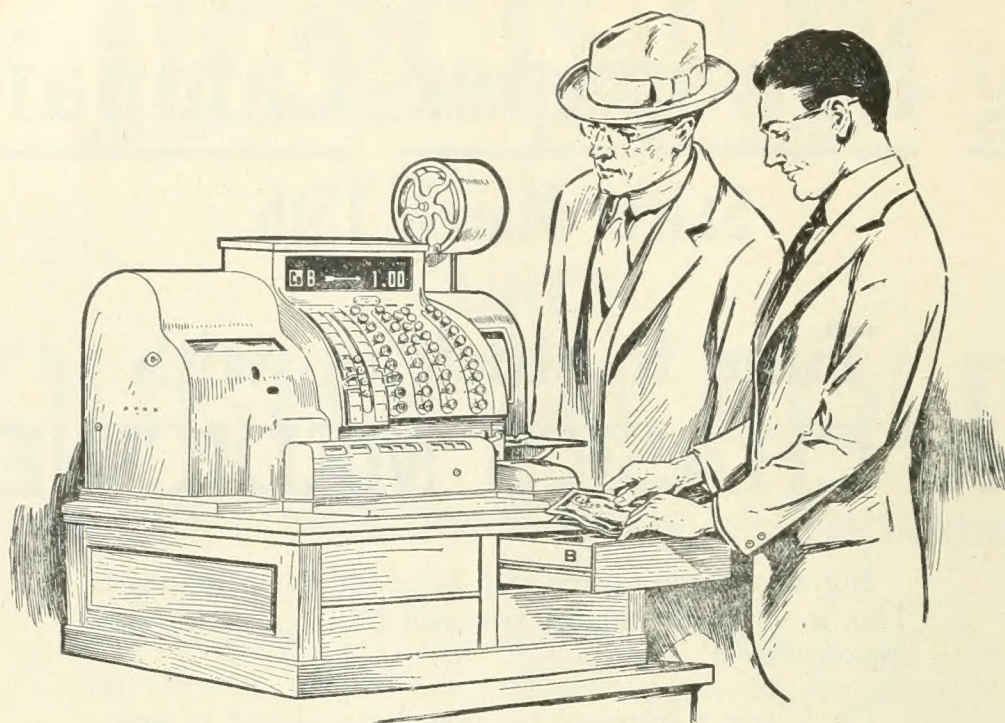
BOUGHT OF Place.....

Edmanson, Bates & Co., Limited, Toronto, Ont.

To be shipped

Through

	Per doz.
.....doz. Dr. Chase's Kidney-Liver Pills	\$2.25
....." " Syrup of L. & T. . . .	3.00
....." " Ointment	5.00
....." " Nerve Food. . . .	4.50
....." " Catarrh Powder . . .	2.25
....." " Liver Medicine. . .	10.00
....." " Backache Plaster. . .	2.25
....." " L. & T., large	6.00



Clerk B has made a cash sale for \$1.00

The indication at the top of an up-to-date National Cash Register gives publicity to every transaction. The merchant, the clerk, and the customer see this record.

This prevents mistakes in price and in making change. It removes temptation.

The record shown in the indication is printed on a strip of paper which is locked up inside the register. This record also is printed on a receipt for the customer.

The amounts indicated and printed are added into totals which show, at a glance, (1) the total business handled by each clerk, and (2) the total of each kind of transaction.

This assures the merchant that every sale is handled accurately. It also assures him of accurate records which give him control of his business.



This is the indication. "Ca" shows it was a cash sale. "B" is the clerk's initial. "1.00" is the price.

Charge sales are indicated by "Ch," received on account by "Rc," and paid out transactions by "Pd."

The same indication shows on both front and back of the register.

We make cash registers for every line of business

NATIONAL

CASH REGISTER CO.

OF CANADA LIMITED



Efficient yet Beautiful

One hundred per cent. efficient from the hundreds of devices for service incorporated in the New Way System of Units.

One hundred per cent. beautiful from the design, the carefully selected material and the craftsmanship of construction.

The original Unit System—copied but never equalled.

SEND FOR CATALOGUE.

JONES BROS & CO., LIMITED

Drug Store Builders

29-31 Adelaide St. West, Toronto



Fletcher Soda Fountains

Made in Canada

Behind what you actually see in a Soda Fountain—its design and shape—lie those qualities which make real value. Our long experience in selecting material and in directing skilled workmen results in a fountain that has every worth-while feature, that will make for better service, and quicker service. Easy to keep clean, the Fletcher-Knight (All-White) Soda Fountain will appeal to your customers, and by reason of its beauty and spotless whiteness will help materially in building you a better class trade.

Write us to-day for full particulars.

*We also Manufacture a Full Line
of Nickel-Silver Fountains.*

Fletcher Manufacturing Company, Limited

29-41 Hayter Street, Toronto, Canada

AGENCIES AT:

WINNIPEG
Fletcher Mfg. Co., Limited
149 Notre Dame St. East

CALGARY
Watson, Campbell Limited
224 11th Ave. West

VANCOUVER
Watson, Campbell Limited
110 Water Street



An increasing number of druggists state they are finding the fountain their most valuable side line.

MAKING THE SODA FOUNTAIN PAY DIVIDENDS

How a Toronto druggist in building up a fountain department enlarged to the supplying of meals.

THIS is the time of year when conditions in the drug trade make the live retail druggist look into the question of increasing his sales through adding other departments.

One of these departments—perhaps the most important—is the soda fountain. Of course the fountain is not new in drug store, but there are a great many druggists who have not yet figured on such a department as an aid to increasing sales.

W. T. Pearce, who conducts three drug stores in Toronto, has for a number of years given the fountain department a thorough test, and he is of opinion that where location is considered a fountain will pay according to the attention that is paid to it.

The Pearce stores are known as the "Crown Drug Stores," and they serve three different communities—one in the King Edward Hotel caters to the traveling public and downtown transient trade; one on Queen street opposite the City Hall, gets downtown city shoppers; and one on Queen street near Bathurst, in a workingman's residential and retail buying centre, caters to that community.

When first entering the drug business Mr. Pearce opened a store in the then almost extreme east end of the city, near the Riverdale station. It was in the days when the fountain was somewhat new in the drug store, and they were not the elaborate fixtures they are to-day. Ice cream and soft drinks were sold, himself and clerk attending to both the fountain and prescription work. In this way he got an intimate acquaintance with the worth and work of a soda fountain.

Building Up the Business

There was some missionary work to be done in those days, the menus were simple, and the druggist waited

for his customers. Suggestion was out of the question. There was not a great deal of money made, but through his experience Mr. Pearce sold his business and opened another store in the extreme west end of the city, at Toronto Junction, in a busier retail section.

There, too, he inaugurated a fountain on a larger scale than in the east end. He met with a slightly increased measure of success, but not at all what he expected. He found that foreigners, Greeks, principally, were going into the fountain business, with candy added, on an elaborate and exclusive scale. This species of competition cut into his fountain sales, and he formed the opinion that if a drug store was to compete for this particular business the druggist must have as up-to-date a fountain and equipment as his nearby competitors, and he must give as good a service as, or a better one than, do his competitors.

Service, said Mr. Pearce, is the key to the solution of the fountain business to-day. You may have a splendid equipment, but if you cannot deliver the service it is problematical if the department will pay.

On further analyzing the question Mr. Pearce came to the conclusion that a fountain service downtown is better than one in the outskirts. On the fringe of the city a larger proportion of the trade was through the sale of ice cream bricks and bottled beverages, which were taken home by customers. Ice cream cones, too, figured proportionately large especially where the store was located near a school, or where many children were passing to school.

The evening trade at the fountain was larger than in the daytime—that is for sodas and beverages consumed on the premises. This business came from young couples out for a stroll; but this business should

have been larger, and could have been built up larger but for the competition from the exclusive fountain stores.

Experience as a Teacher

Following out his idea Mr. Pearce bought a store near Bathurst and Queen, in a section where the population was denser, and close to a number of factories. Here, too, he opened a fountain, with a young lady in charge. Another difficulty arose. The young lady was off one afternoon a week and two evenings, and when she was away it was difficult to give the proper service. The drug clerk would have to go from counter to fountain and back again, and in thus doing so could not render that satisfactory service that one would wish.

Another store was opened by Mr. Pearce in the King Edward Hotel in the meantime, and a fountain added, which has been a success from the start. A third store was opened opposite the City Hall—the smallest drug store in Canada at that time—for exclusive drug business. A few other lines were added; the store became too small; and a move was made to a few doors east. Here a fountain was installed, and a new feature was added in the serving of sandwiches.

Both Mr. Pearce's downtown stores now have profitable fountain departments, though the fountain has been discontinued at the Queen and Bathurst store.

At the City Hall store the luncheonette department has grown from the serving of sandwiches to the serving of full course hot meals at noon and at supper time. The clientele, too, is steady. Both City Hall officials and employees and the lawyers from Osgoode Hall, nearby, are patrons, so there is a certain steadiness to this feature of the business.

Hot Meals a Feature

Some fifty to sixty meals are served daily at noon, and an almost equal number in the evening. The gross profits from the fountain department and from the serving of meals is about one hundred dollars a day, which, Mr. Pearce thinks, renders a fair profit after deducting the overhead due to wages, etc., of employees.

The store is about fourteen feet wide by a depth over all of eighty feet. A chef is employed as well as a couple of young lady waitresses, and a young man at the fountain. The chef's kitchen is ten by eight feet, quite a model room for so small a space.



Mr. Pearce, having removed to a new store, has increased the amount of selling space for his drug department as before. The illustration shows Mr. Pearce's old store which, when opened, was the new store.

The dining department is at the rear of the store, to one side, where an enlargement is possible. To reach it one passes the drug department on one side and the soda fountain on the other.

Mr. Pearce's summing up of the fountain situation is that locality and service are the important things to consider. He did not think highly of fountains in the outskirts of any city, unless there was a particular community, and a large one to serve. The people there were more satisfied to take their creams and beverages home in bulk and a small stand and refrigerator would serve the purpose as well as an elaborate fixture.

Downtown, though, it was different. The fountain certainly pays. The proportion of success one met with would depend on the service rendered.

First, the fountain should be up-to-date and modern. He considered ten years the life of a fountain—that is to keep it on modern lines—about ten years. To make it pay for itself, therefore, ten per cent. of the profits should be set aside every year to pay for its cost. If it is not paid for out of the profits in ten years, then the fountain is a losing proposition.

Second, the fountain and its equipment must be kept clean and sanitary at all times. Many the worry some druggists have if away on a holiday. They think that perhaps proper care and supervision is not being paid to the fountain—the cream has been allowed to sour, etc., and so eat the profits out of the department.

Service All Important

Third, the right kind of help. At present this is a difficult proposition. One in ten is the proportion of good fountain clerks. Some are good in one particular and fall away in others, but it is very hard to obtain the right kind, a young man or young woman who is neat in dress, who is polite and courteous, who sees that the fountain and glasses are clean, who gives quick service to customers, and who sees that the stock is fresh and in good condition always.

In regard to the profits in his City Hall store Mr. Pearce said while the sales of one hundred dollars a day would pay a profit, he did not think that fifty dollars a day would. The fountain department must show a profit through volume of sales, as it cost just as much to conduct a fountain making few sales as a fountain making many sales.

And last, but not least, the man who installs a fountain must love his work, else he will take little interest in it.

WINDOW HELPS IN WINNING TRADE

A clean window with an inviting sign in it has many times been the means of inducing people to enter a store into which they have not previously been. And many a permanent customer has been made by giving the casual visitor the kind of service he wanted. Some men go for a glass of soda into a store that is new and strange to them, take one look at the fountain and attendant, then ask for a package of chewing gum instead.

Dr. Joseph Priestley, born in 1733, the discoverer of oxygen, is credited by the best authorities with the production of the first potable mixture of water and carbon dioxide. This occurred, about 1770, so that soda water is one of the newest of the popular beverages. The first carbonated waters were prepared through the decomposition of sodium bicarbonate, hence the name "soda water." These early beverages were not flavored or even sweetened.

SELLING BEVERAGES AS A SODA FOUNTAIN LINE

Increasing demand for soft drinks—Many new fancies now to be had—Changing conditions make new habits.

IN conversation with several manufacturers of fountain supplies and druggists the editor of The Retail Druggist was informed that beverages are increasing rapidly as a fountain line.

Whereas in the past, he was told, that ice cream and sodas were the big sellers—and remain so—quite a trade has developed in beverages the past year or two.

Two or three reasons are given for this. The hotel business now runs to beverage lines, but many patrons prefer the clean, bright appearance of the fountain department of drug stores.

Then, returned soldiers who were to some extent weaned from ice creams abroad—when for hours they could hardly get a drink of tea or water—formed the habit of getting soft drink beverages whenever they were near an estaminet.

A third reason, as emphasized by a druggist, is that the fountain is becoming more and more a habit. As this particular druggist explained it, it's just like the early days of trained nurses. When doctors first told their patients to call in a trained nurse, neither patient nor friends thought the nurse could give that loving, careful attention, that a relative was always anxious, but in time the practical, common sense and scientific treatment of the nurse wore this down, and to-day the nurse is called in very often even before the doctor. So with the fountain, it's a habit that's forming and growing very quickly just now. As a result there is a multitudinous number of lines now handled and dispensed at the soda fountain.

One manufacturer stated he is putting out a special line of dry ginger ale for the drug store soda fountain and for home use.

Added to this are lime juice, grape juice, orangeade, lemonade and other drinkable lines put up ready for use in drug stores.

Then there are the crushed fruits and fruit juices used to flavor ice creams. Tastes have to be catered to in increasing variety.

Once upon a time the plain ice cream, or made up in several flavors, held sway. Now the ices are served in a variety of ways, and the concoctions are both appetizing and pleasing.

Price does not seem to figure at all if one watches for awhile the number of people waiting service at any drug store soda fountain. Give them what they want and the people willingly pay the price.

NOW IS THE TIME TO INSTALL NEW FOUNTAINS

What is the advantage to be derived from the installation of a new soda fountain? is the question that some druggists are at present asking themselves. And it is a question that the editor propounded to several druggists recently—that is, several who have at present or who are intending to install a fountain.

And the reply was that where it was properly looked after the fountain should pay profits itself and help sell other goods as well.

One suggestion gathered was that an old worn-out fountain is the poorest investment in the world,—in fact, it is a liability of the worst order.

Manufacturers in the soda fountain line inform us that most druggists seem to be waiting for lower prices before placing their orders for a new fountain. There is, however, very little chance of there being any reduction in price until late in the summer and perhaps not then. Most of their material has already been purchased and their contracts with labor are made.

An Ice Cold Soda

is a nice cool drink for anyone, a heated day like this.

The popular sodas are fruit flavors, Strawberry, Raspberry, Pineapple, Lemon, Grape, and when served plain or with ice cream soda make a big, long, satisfying drink.

C. A. C. CAMERON

Prescription Druggist

(Successor to J. A. Wallace)

191 Colborne St., Brantford

How a Brantford, Ont., druggist uses his news paper ad. space to boost soft drinks

There seems to be a rush for new fountains this spring, as many dispensers in the past have postponed buying a fountain owing to the high cost and to the cool summer weather which we experienced last year.

Now is the time for druggists to make arrangements for the purchase of a new fountain and to have it installed in the store by the earliest possible date. The season has already opened.

Another indication that there will be large purchases of soda fountains this year is that manufacturers are receiving a flood of inquiries, evidently from prospective purchasers.

Package candies should be displayed on top of the showcases where it is possible, as few people will go to the trouble of selecting a box inside the case unless they came in purposely to buy a box of candy. If the packages are piled out on top of the case, many who have not the slightest notion of buying candy when they entered the store will pause and examine a box or two, hesitate a moment, and then buy.

HOW HARVEY NIXON INCREASED SALES 50 PER CENT.

A retailer in a small town gets his increase from candies and cigars—Big sales of ice cream and summer beverages.

ABOUT a year ago Mr. R. H. Nixon bought a retail drug business in Mount Dennis, half way between West Toronto and Weston.

When he took over the business he found it in good condition, the former proprietor having held the goodwill of his community and getting a normal volume of business.

His problem was to increase the volume of business so as to improve the net return. With ample capital available this would have been comparatively easy, but seldom do men starting in business have capital resources for expansion. He therefore had to win his increase by improving service to his customers.

The first department to be improved was that devoted to cigars, cigarettes and tobaccos. Past experience had taught him that men quickly note the difference between cigars that have been properly kept and those that have been permitted to get old.

By devoting a showcase exclusively to this line; by putting it near the door; by paying careful attention to the condition of the stock, and by keeping the appearance of the showcase pleasing and attractive, Mr. Nixon has steadily built up his sales in this line until they now run from \$150 to \$200 a month.

Another department that offered expansion was candies and confections. The store had always enjoyed a good ice cream patronage so it seemed logical to believe that a bigger trade in box and bulk candies and in the 5c lines could be had. A good assortment of really high class candies was installed and the goods were attractively displayed.

Right from the start the sales of this line yielded good returns, and what can be done in this line is shown in the fact that in addition to a fine sale of box candies and 5c bars, Mr. Nixon sold about \$700 of Metcalfe bulk candies in his first year.

Ice Cream a Winner

The ice cream business proved a winner in the summer months. Even though the summer was not a particularly hot one and though many of the young people of Mount Dennis spend their evenings in Toronto, the sales of ice cream and summer beverages continued steadily to yield good returns. Mr. Nixon estimated his total turnover in this line at about \$2000 in the summer. He does not sell this line in the winter months.

In the meantime Mr. Nixon was winning a steadily expanding prescription business. This line is still, in his opinion, one of the most profitable in his store—in fact, probably it stands first.

As the number of customers attracted by the candy and the tobacco departments increased so the volume of business in household remedies and in the various other lines handled showed a corresponding increase.

Get an increasing number of people into the habit of coming into your store if you want to increase sales.

NOVEL WINDOW DISPLAY OF CHOCOLATES

A novel window design for the display of "Fireside Chocolates" was used to good advantage last month by L. S. Haight, proprietor of Haight's Pharmacy at St. Thomas, Ont. A large papier-mache fireplace, representative of the old-fashioned field stone type, being the central idea. Imitation logs of a log cabin formed the background, the sides of the window and a red light concealed in another log resting on the hearth gave an extra touch of warmth and reality to the display. The fireplace was fitted with handirons, dogs, brass shovels and pokers, all in their proper places, just like grandmother's favorite nook, and an antiquated spinning-wheel completed the scene. The front of the window was reserved for the chocolate display.

The Standard Oil Co. announces the discovery of "petrohol," a new alcohol closely akin to wood alcohol and useful in commerce. It is a by-product of petroleum.

HER LOVE

FOR A BOX OF CANDY

AND YOU

Tell her your love with a box of candy, it's the easiest way to her heart. "Sweets to the sweet" is a compliment to you. Our candy is the highest type of the candy maker's art in design of pieces and cleverness of fillings. Quality is the best there is combined with extreme purity. They are packaged in the most delightful boxes with a vast assortment of colorings and pictures. Complete indeed is this gift of affection, the equal of which man cannot conceive for woman's appeal. Take her a box to-night and find a ready welcome. (On Saturdays only we offer you a package containing fifteen of our leading lines in a one-pound box for 50 CENTS.)

Owl Drug Store

FRASER COLQUHOUN, PROPRIETOR

NORTH SYDNEY, N. S.

D. O. McKINNON, General Manager

E. A. HUMPHRIES 707 Southam Building, Montreal

English Representatives:

SHARLAND & CO.
Eldon Street House,
London, E. C. 2

The **RETAIL DRUGGIST** *of Canada*

Publication Office:

51 WELLINGTON WEST
TORONTO
Phone—Adelaide 6426

PUBLISHED FIRST WEEK OF EVERY MONTH

JAMES O'HAGAN, Editor

Subscription Rate, \$1.50 per year in Canada, Great Britain and British Colonies: \$2.00 to the United States.

INCREASING SALES *and* PROFITS IN SPRING AND SUMMER LINES

DOES the soda fountain draw trade to the drug department? is a question that editors of The Retail Druggist asked of a number of druggists within the past month, and the answer given was that the fountain not only brought added business to the store, but when properly looked after made handsome profits in itself.

In opening up this question we found that profits do not begin nor do they end with the soda fountain. There are many other lines that might advantageously and profitably be added to the modern drug store, and the live dealer will be glad to seize his opportunities.

In this issue of The Retail Druggist we are publishing several articles along this line. We have found through interviews with druggists that now is the right time to install a fountain, if the druggist has any idea at all of starting one. And we have further found out that now the drug store fountain is a "habit," and is capable of being enlarged along many avenues.

Besides the ice creams and their "true fruit" flavors we find that many beverage lines are being added, so much so that manufacturers who in the recent past did not pay much, if any, attention to the drug trade, are now reaching out for this business. This has been an eye-opener to the druggist who contended he had no place for the fountain in his store and who now realizes (or should do so) that he turned his back on an exceedingly profitable source of revenue.

* * *

ADDED to the ice cream and beverage lines another department that might be built up is a confectionery business. There is a certain grocer in a small village in Ontario who recently put on a stunt that sold for him sixty boxes of high grade candy. This trade might have been handled by the local druggist.

This grocer's town has a population of perhaps 500. There was a hockey game to be played in a day or two. He placed an ad. in the local weekly telling the "boys" of the town to take "their girls" and on the way to drop in and get "her" a box of candy—"she will enjoy the game better." That was all. And as already stated, sixty boxes of candy were sold hockey night.

Other instances there are aplenty. Several are mentioned in the news section of this issue.

* * *

BUT there are other lines as well, all of which are worth while looking into. Some may depend on locality, such as photo supplies, vacation needs, stationery lines, cigars, etc., but now at the commencement of the spring and summer season is a good time to look over the store and see if there is not something else that might be done to increase sales and bring added revenue and profits to the business.

KEEPING BUSINESS IN DRUGGISTS' HOME TOWN

Brandon, Man., newspaper and local druggists unite in campaign to induce trading at home.

IF you trade out of town and I trade out of town what will become of our town? is the question which The Brandon (Man.) Daily Sun puts up to its readers and the citizens of that town. The Sun is conducting a "Trade at Home" campaign, and is being helped in that regard by the retail dealers of the city.

Under the heading "Taxes raised by hard times," the paper tells how lack of business increased taxes, whereas prosperity spells low taxes. "Taxes are always heavy—to the man who has to pay them—but taxes to some communities are much higher than in others. If you have ever stopped to investigate the matter you have discovered that the lowest taxes are found in the most prosperous communities. And there's a reason.

"The prosperous community has the lowest taxes because there is a large amount of wealth in the community against which the taxes may be assessed. There are prosperous merchants with large stocks of goods upon which taxes are levied. Property values are high and there are thriving industries which pay a large proportion of the taxes.

"The higher the property values and the greater the wealth of the community, the lower are the tax levies, for a lower tax on each hundred dollars of valuation is required to produce the necessary revenue for the administration of the city and county governments.

Taxes in a Dead Town

"On the other hand, take a dead town. Property values are low. Merchants' stocks are small and they have little money in the bank. Industries which ordinarily pay a large part of the taxes of a community have closed down. There are vacant store buildings which were formerly filled with stocks of merchandise upon which the owners paid heavy taxes. Who pays the taxes that were once paid by the merchants, the manufacturers, the bankers and the men who had large holdings of high-priced property? The taxes to conduct the city and county government, to maintain the schools, to build and repair the roads must be collected from someone. Who pays them? The man who owns his little home, or the vacant lot or two upon which he has been planning to build his home must pay double or triple the amount which he paid in the times when the town was prosperous, to make up for the taxes which are not paid now by the merchants, the bankers, the manufacturers and the big property owners who bore the heaviest burdens of taxation when times were good.

"When the county contains no prosperous and wealthy towns, the greater part of the burden of taxation for the county falls upon the farmer. The value of the farmer's property does not fall in proportion to the value of the property in the town, and the higher tax

levy that results from the lower property values in the town makes his taxes higher.

"The farmer forgets at times that he is vitally interested in the prosperity of 'his town.' He thinks that it is up to the town to take care of itself and that it is up to him to take care of himself, and he overlooks the fact that the prosperity of the town means as much to him as it does to those who live in it.

How a Farmer Can Help

"There is just one way in which the farmer can best promote prosperity in the town near which he lives, and that is by spending his money in that town instead of sending it away to a far-distant city.

"The farmer is the one man in the community, above all others, who should have no love for the mail order houses, for they are doing more to add to his troubles than any other one agency."

About 100 retail dealers in Brandon are supporting the campaign, among whom these retail druggists are prominent: Clements' Drug Store at Rosser and Ninth; Robertson's Drug and Optical Store, 735 Rosser Ave.; W. Hutchings, Tenth Street; MacFee's Drug Stores ("Red Cross" and "Strand"); McCulloch's Drug Store at Rosser and Tenth; and Kennedy's on Rosser Avenue.

WATCH YOUR STEP

A Bridgetown, N. S., druggist was fined \$500 for dispensing morphine on a forged prescription.

A Hamilton, Ont., physician was fined \$200 for prescribing morphine "not required medicinally."

Sixteen Winnipeg physicians were suspended for prescribing liquor not medicinally required.

ONTARIO COLLEGE OF PHARMACY JUBILEE

The Ontario College of Pharmacy will hold its jubilee celebration during the third week in June. The unveiling of a memorial tablet to those who served in the late world War will be among the features. The Ontario Retail Druggists' Assn. will also hold its annual convention during that week.

NYAL CLUB ENTERTAINS CLERKS

The members of the Toronto Nyal Club held a "clerks' night" on the evening of Feb. 28 last at the Queen's Hotel. President Ferrier was toastmaster at the banquet, the speeches being sandwiched in with vaudeville and songs. Fred Wilson gave the principal speech, and succeeding him were talks by Messrs. Hartley, Jacobs, Becker, Deverell and Gibbard.

The annual meeting of the American Drug Manufacturers' Assn. will be held at the Biltmore, New York, from April 11 to 14.

MAKE YOUR WINDOW AN EFFICIENT ASSISTANT

Window is an assistant that works just as much as you want it without grumbling or demanding higher wages.

IF you, as a retail druggist, were given an assistant to help you in your duties—a thoroughly efficient assistant, who didn't mind how hard or how long he worked, and who was both willing and able to help you to sell goods—what would you do with him?

Would you keep on doing most of the work yourself and let your assistant loaf away his time and look on, while you sweated away attending to customers?

Would you care very much how he looked?—whether he appeared with a dirty face and collar?—whether he had his hair brushed or not? Whether he was trim and spruce, or whether he slouched around in a pair of prehistoric pants and a coat from which the elbows had taken a vacation?

You can't imagine yourself letting him do any of these things, can you? Not likely! You'd see that he

Not a man or a woman passes your store who does not come within the range of attraction of that store window—your silent, efficient, ever-working, always-on-the-spot selling assistant, who is ready to work for you day after day and week after week without a break—attracting, inviting, informing, convincing, bringing custom and profit to your store every hour of the day.

Surely here's an assistant worth having—worth making the most of!

What are you doing with your window? Is it working for you all the time, as it should, or is it just idling away its time and letting you do all the selling work?

Make Most of Window.

Your window is very like a human assistant—and you can make it just what you wish it to be.

If you take a pride in it, it will repay you for any



F. C. Weber, a Peterborough, Ont., druggist, with a very fine and extensive store front, makes the most of his windows with splendid displays at all times.

was "on the job" bright and early—that he came down to the store with a clean collar on and his face washed—and you'd take pretty good care to see that he shouldered his share of the work and had no opportunity for sleep-walking.

In fact, you would make it your especial business to see that he did what you wanted him to do and that he relieved you of some, at any rate, of the duties of the store.

Window is a Capable Assistant.

"But," you say, "what's the use of talking? I'm not blessed with an assistant like that, anyway. I have to do most of the selling myself."

Come outside for a minute. Stand here on the sidewalk and take a good look at the store. See those big panes of glass in the front and at the side and the spaces behind where you have just been arranging your goods?

There's your assistant.

amount of trouble and care spent on it. You can make it shoulder half your selling duties, and, while you are spending your time inside the store, serving customers, it can be silently working for you outside, appealing to and inviting new customers in to buy.

The store window can be made the most powerful and effective selling assistant you have in connection with your store—if you let it work for you as it should.

Think of the crowds of people who pass to and fro every day and every week. What an opportunity you have for making the window the mouthpiece of your store and for telling them of the products you have to sell!

It costs no more to have your window working full time, and even overtime. It's a selling partner that never complains of too much work and never strikes for shorter hours or lighter labor.

Keep It Working All the Time.

Make the most of it. Keep your window busy. Every moment your window is empty means so much lost op-

portunity. Every time you use it for displaying goods, it is helping you do more business and swelling the turnover of your store. Keep it going all the time.

How about the appearance of your window, to begin with? Has it a "dirty face"? If so, wash it regularly. You wouldn't want to do business with a man who had a dirty face. Don't let your business have a dirty face.

Remember that people judge your store by the appearance of its window. And they judge the quality of the goods you sell largely by how the window looks. You'll have a hard time convincing anybody that you sell clean, wholesome, eatable products if your store window reflects untidiness and neglect.

Map Out in Advance.

Before you begin to place goods in the store window, map out in your own mind (or on a sheet of paper) some definite plan for display. There are hundreds of ways of showing goods, and it's worth while taking time to consider what will be the most effective way to make your goods show up to the best and most profitable advantage.

Keep the point ever before you that you are showing drugs and sundries, and that you need to show them in such a way that they will make people want to buy them.

Your display is intended to appeal to both men and women-folk. These are attracted not only by the prices you are quoting, but by the appearance of the goods they see in the store window. If your store is selling goods at the same prices as those of a competitive store near by, and you can dress your window in a more attractive and pleasing way than the other store, the chances are, nine times out of ten, that the prospective buyer will come to your store in preference.

Remember this. Low prices are often a consideration with the customer, but the choice, tempting appearance of the product is always a consideration. While you may not be able to control the prices of the goods you sell, you certainly can make sure that the goods themselves are displayed to the best possible advantage.

Don't Crowd Display.

Don't attempt to crowd your window. A few articles nicely arranged and set out, with suitable price tickets

or advertising matter, are much more likely to cause a passer-by to stop and look than a miscellaneous assortment of products of every description all huddled and crowded together, and only giving a confused idea to the beholder.

Make it Different.

When dressing your window, it is a good practice to strike an original note now and then, and to "get out of the rut." But don't overdo it. Let your display be different from that of the other fellow, if you can, but avoid freak displays.

A window display should be original without being freakish—it should have "character" without grotesqueness—it should strive at simplicity, but sidetrack the commonplace. Don't attempt window-trimming gymnastics. Give your display some one central idea, if possible, and work around it, so that people will carry away some definite and pleasing impression and remember the particular products you are carrying.

The time and care and thought you put into the arrangement of your window will come back later on in the shape of bigger turnovers and better sales. Instead of using that space behind the window glass as a stock room, you are converting it into a live selling partner and making it work for you to bring more trade.

Are you doing this? Are you putting this silent partner of yours to the best use—getting the utmost out of it that you can?

Is yours a window that sells goods?

"HELLO THERE" HELPS BUSINESS

A Kansas retail store has a green parrot hanging in a cage in the doorway which shouts "hello, there," to passersby. It brings some business, too, says the proprietor. A suggestion occurs that it would be well for dealers and their sales help to pass a "good day" to their friends as they enter or go by the store.

What your town thinks of you is determined to a large extent by the way it patronizes your store. You can direct its thoughts in the proper direction by the right kind of advertising. You will always have competition, but progressive methods and progressive advertising is the best way in the world to lift your business above competition.

TELL US ABOUT YOUR DISPLAY

WE are always anxious to secure photographs of good displays arranged by our readers. You have probably frequently seen invitations to send us in photographs of good windows that you have arranged. Perhaps one of the reasons you have not done so is the difficulty of securing a good photo. Well, then, there is still a way in which you can help us—and also your brother dealers who read our paper.

When you have a good window display, if you can't secure a photo of it, write us a brief description giving the outstanding points, and send it along to us. In this way, your window can be passed along to the trade, and our work in the interchange of business ideas furthered.

You don't need to be a literary man to send us a description of your window. Just tell us about it in your own words and, if necessary, we will whip it into shape for publication. What we want is the idea. That is more important than fancy writing. So bear us in mind. Why not send us a line regarding that window of yours right away—to-day?

HOW TO ADVERTISE A DRUG OR ANY RETAIL STORE

Address delivered by Frank E. Fehlman—Principles underlying advertising—Essentials necessary for success.

THERE are four simple things which will guide the druggist or any retailer in improving his merchandise:

1. Know the merchandise.
2. Know the customer.
3. Know every medium in the town which can be used for advertising.
4. Understand the importance of short, terse, but very specific advertising copy. Of course, this is the hardest thing in this quartette of fundamentals.

The way to study merchandise is to start with a wholesaler or his salesman, who sells you your goods. Before he leaves town, he should be made to dictate a complete description of the merchandise you are buying, which can in turn be given to your salespeople on the arrival of the merchandise and discussed by them in detail.

Get Information on Goods From Traveler.

More than one retail store with which I have been connected has used this method and our competitors always wondered why our salesmen, while paid no higher, could give such splendid descriptions of the merchandise they were selling. It was because we made the manufacturer tell us the whole story of the merchandise, the raw product, how it was assembled, where the costs were reduced, how the shipping facilities were better, and how the final arrival of the merchandise in our store was really an event because the merchandise could give our customers better style, more comfort, better wearing service, lower prices, etc.

Value of Good Location.

Millions of dollars have been employed in advertising retail stores, which might well have been saved and put into better store fronts, larger salaries or higher rents, and would thus have returned twice as much in net revenue.

The five and ten cent stores advertise more by buying locations. They don't require salespeople of genius. All they need is ordinary individuals who know how to push a cash register key.

The newspapers are helping retailers more to-day than they ever did before by having service men who can write good advertisements, and who know how to pick out the real story of a store, but the best advertising in the world is that which is done by the store owner himself or an employee whom he trains to express the personality of the store itself.

Know Your Customers.

The second essential is to know your customer.

Unless you know your customers, you can't write advertising to reach them. Of course this means more time and more thought, put on the advertising.

It means the dividing up of copy. If you are selling to a certain class forget all others, and direct your copy to these particular customers. It flatters them, even though they do not buy the next day.

Choosing the Proper Medium.

In choosing advertising mediums, dealers in some towns use moving pictures, and street cars and derive splendid returns from their investments. Others spend all their money on street cars.

Other merchants have used bill boards, and spent over half their appropriation. The thing to do is to study your own local market—know your merchandise, know your customers, and then plan to use mediums that will get you the quickest results at the lowest possible cost.

Sometimes you have to experiment for two or three years before you can finally pick out one thing which delivers the greatest net returns for the least amount of money invested.

In general, we find that the newspapers are the backbone of any advertising campaign.

Proper Position of Ad. in Paper

There are certain positions in a newspaper which are better for you and it is up to you to find out where these positions are. In a small town (under 5,000 or even 25,000) your advertising pulls better if it is on the page which carries local news. I know one dealer

A Maritime dealer goes in for fancy border to his recent local advertising with this result.

who pays a premium of fifty per cent. for a certain position on the local page for a period of eight years. He has proved conclusively the value of this space. After you have picked out the various mediums you expect to use, apportion a certain amount for one year. If

KEEP A FLASHLIGHT UNDER YOUR PILLOW

If you get up in the night, why bump into the dresser, hit your head against a door or miss your footing on the stairs, when you can be sure of your pathway with a flashlight. All sizes and styles for various uses. When you want to see the clock or look at your watch, during the night use a flashlight.

The handy "man" around the house.

Suggestion for slide card or introduction to advertisement featuring flashlights.

it is \$2,000, stick to your \$2,000. If you expect to have special propositions, lay aside \$200 for that purpose, but never exceed that amount. The mere fact that you have an arbitrary figure set the first of the year, makes you a better buyer of space, and more exacting in checking up your returns.

Not one merchant in 100 does this to-day, but more will do it in the next ten years. The national advertiser has been compelled to do this. Otherwise his advertising would have cut into his net profits to such an extent that his banker would question his ability to conduct the business.

Writing the Copy.

After you have studied your medium, you are ready to prepare your copy. The psychologist has given us a great many things well worth considering in preparing copy. One of the first things is that an average person can read a line of three to seven words at one glance, which contains not more than two syllables.

Why go against this law of vision? Why string out a headline of 14, 15 or 16 words?

One thing to watch continuously is the way the newspapers handle their headlines in their big stories. Newspapers are compelled to tell the story of the world's events in headlines. Few people read the complete story. They read the headlines, and subheadings, and pass on.

Competing With the News Column.

Advertising is competing with the news columns of a newspaper, so it follows that you must have your headings as interesting as the news headings; otherwise they are not read at all.

This requires time and study, and not everyone can do it. After you have mastered the art of getting your headlines down to a few words, you are then ready to prepare your copy. Women will read from 150 to 200 words, while most men will not read more than 50 to 60.

Any of the big mail order houses offer splendid examples of terse, specific copy. Mail order houses depend upon pictures and words to sell merchandise.

Illustrations and Terse Copy.

Last year, the largest house in this country sold more than \$160,000,000 of merchandise that way. Get one of their catalogues, and study the lines of merchandise that are similar to yours. See how they describe it. Then plan your advertising along the same general lines.

Specialty shops which are selling style, prestige, Paris importations, etc., do things in a different way, but the average merchant depends upon headlines, clean cut illustrations, and short copy to sell his offerings.

The next ten years are going to see a great change in retail store copy. Syndicate service and special writers on newspapers have done a great deal, but the retailers themselves are at last alive to the importance of good copy and they are devoting a certain amount of time to it themselves, employing special writers.

CIGARS AND CIGARETTES PAY PROFITS

Practically every druggist sells cigars and cigarettes when he is asked for them, but not one in ten sells more than 50 per cent. of what he might sell if he realized the possibilities of this department of his business and knew how to make it yield all there is in it. Druggists owe little to the chain stores, but they are indebted to

A Smile With Every Shave

There is no reason why any man should not shave himself smoothly, comfortably and smilingly.

The Safety Razor has been a great boon to mankind—but we still sell a great many Old Style Razors to men who prefer them.

We have a complete line of
**Razors, Safety Razors, Strops, Mugs,
Lather Brushes, Shaving Powders,
Creams and Soaps, Face Lotions,
Bay Rum, Talcum Powders, Etc. . .**

Get an outfit and acquire the habit of shaving every morning. It will make you feel clean, fresh and fit throughout the entire day.

MacFEE'S
DRUG STORES

Phone 2925

Phone 2928

How MacFEE's firm is going off to trade by advertising shaving accessories

them for some excellent business ideas. Their methods of handling the cigar trade are in most cases worthy of emulation.—The Practical Druggist.

The primary purpose of retail advertising is to bring the people into the store. Its function begins and ends when it has accomplished that purpose.

HOW SOME DRUGGISTS INCREASED SALES IN THEIR STORES

Getting the children's trade—Making a name for a store—Thermometer sales—Advertising to sell candies.

DRUGGIST GAINS GOOD-WILL OF CHILDREN

H. E. Perrott, a Brantford, Ont., druggist, with stores in the business district and the North Ward residential district of that city is a firm believer in winning the youngsters, knowing by experience that they are not alone the coming citizens, and therefore the coming purchasers, but that even as youngsters they exercise a good deal of influence. It was in keeping with this knowledge that he recently offered a chocolate bar free to every child who, whether alone or with its parents, purchased 25 cents' worth of goods of any kind on a recent Saturday. "We want the children to know and deal at our stores, where they will receive prompt and courteous treatment. We want to encourage this friendly feeling," he advertised—and he got immediate results without counting on the intangible yet ever present asset of good-will.

MAKING STORE NAME DRAW SALES

A plan that might well be emulated by druggists building up a confectionery department was that put into practice by a St. Thomas, Ont., candy dealer, who recently advertised for a suitable name for his store, offering a generous cash prize to the person suggesting the most appropriate name. The contest lasted two weeks, and it brought hundreds of suggestions. It took several days to wade through the big batch, and when they were all examined the name, "Tom's Palace of Sweets," was the title chosen, and the winner was no less a person than his Worship, Mayor F. L. Brinkman of St. Thomas.

The proprietor was exceptionally well pleased with the results of the contest. He is still profiting by those titles. The contestants got interested in the store and started going there when their sweet teeth demanded filling, and they sort of got in the going habit and couldn't get out of it.

The small outlay to feature this clever publicity stunt has been returned many times over, and the suggestion with some amendments, of course, might well serve as an idea for druggists to put into play.

HOLDING ON TO THERMOMETER SALES

Druggists are losing some of their business in thermometer sales to hardware dealers, if we are to believe a trade paper circulating among the hardware trade, and it would be well for druggists to occasionally let the public know they have these articles for sale through window and showcase display.

In displaying thermometers in a store window it is a good plan to have them in the foreground. This is because thermometers will make an excellent center for any window, and will help to attract attention more quickly.

One dealer who uses his window frequently to display a variety of lines fixes the background in plain

crepe or wallpaper that can be changed once a week at small expense. In his last window he had thermos bottles in the background; safety razors, soaps, and a miscellaneous assortment of other lines in front of this, and in the center foreground a small display of thermometers. The striking feature of the window was that all the goods shown were price marked.

COMBINE ADVERTISING TO FEATURE CANDY BARGAINS

A number of druggists in the Danforth district of Toronto, eight of them to be exact, are advertising their wares on the community plan in the daily papers of that city. They are especially featuring candies in Friday and Saturday bargains.

For instance one of their latest ads read:

Chocolate Bars	6 for 25c
Smith's Cough Drops	3 pkgs. for 23c
Luden's Cough Drops	3 pkgs. for 23c
Horehound Twist, reg. 40c lb., for	29c
Aromints, all flavors	3 for 10c
Tabs, all flavors	3 for 10c
Cowan's Buds, Beans, Emblems, Wafers, reg. 70c, for	54c
Salted Peanuts, reg. 60c	39c
Assorted Chocolates	47c

These druggists who combine their advertising and so are enabled to take big space at a cost not great to each individual are — F. C. Fielding, Danforth and Pape; Herbert Lea, Danforth at Greenwood; R. W. Redman, Danforth and Monarch Park; J. S. Shier, 125 Danforth; W. J. Lucas, Danforth and Main; W. H. Corbett, Danforth and Cedarvale; J. W. Srigley, Withrow and Logan; and A. E. Le Francois, 676 Pape

SOME RULES FOR SUCCESS

To succeed the druggist should have:

- (1) Accurate knowledge of stock and merchandise as well as the tastes and wishes of the trade;
- (2) Concentrated purchases, which means buying from as few houses as possible in order to increase the right variety, and to buy as close at home as an adequate market will permit;
- (3) New methods of buying, such as making small but more frequent orders and keeping in closer touch with what the market has to offer;
- (4) Knowledge of the part advertising plays in speeding the turnover.

"What Others Say" is the title of a little booklet published by Josiah R. Neave & Co., Fordingbridge, England, makers of Neave's Foods, and telling of the experiences of users of Neave's milk food, Neave's cereal food and Neave's health diet for infants, mothers and invalids.

WHY NOT CONSIDER CUSTOMERS AS GUESTS IN THE STORE?

Cordial service wins friends and customers for the store—Politeness in business is an asset.

LET yours be a typical "sunshine shop" where courtesy rules. Customers will respond to the "feeling" of your store just as guests sense the genuine welcome in your home.

People instinctively know whether or not you take a genuine interest in their affairs. Instinct tells them whether they're regarded as just so much "trade"—and you can't blame them for not wanting to buy in a store where there's a "take it or leave it" atmosphere.

Clerks do not have to talk sweet platitudes in order to be courteous. Courtesy is genuine and far-fetched attempts at pleasantries always fall flat.

Some men, for instance, have the happy faculty of making an ordinary remark about the weather in a manner and tone of voice that absolutely proves their intention to be polite.

The clerk or proprietor who fails to learn the philosophy of the smile loses sales that pleasantness would have won.

Friendliness Wins Friendship.

Once your store has achieved the "sunshine shop" reputation, you'll find it the best advertising of all. Friendly store spirit wins friendship for your store that no competitor can undermine.

There is no place in the business world for a "grouch."

Friendliness wins—and holds—business friendship. And the proprietor's attitude toward customers is invariably reflected by his clerks. Ask yourself now what you are doing to foster the real spirit of friendliness in your store.

Keep smiling!

Selling Your Store's Personality.

The customer pays for service, just as she pays for merchandise. This is true of both men and women. They want courtesy, politeness, and the feeling that the druggist is taking a personal interest in the patronage which they are bringing to his store.

A Wisconsin druggist opened his store ten years ago in a neighborhood where there were then three competing stores; to-day there are eight. The majority of these are operated on the cash-and-carry plan, and in addition to being able to sell things very cheaply, have the advantage of being newer and more attractive.

Yet with all this competition working against him, customers walk several blocks out of their way to give him their trade.

Warm welcomes are biggest stock in trade. He greets everyone from the best customer to bill collector with the same genial warmth of manner. And everyone connected with his store—from cashier to errand boy—is required to be continually pleasant with the trade.

Of course, a pleasant smile alone will not build up your business, but combine it with goods at honest

prices and it makes one of the best recipes for success ever known. Few people, no matter how pleasant they are themselves, fail to respond to polite handling. The most confirmed pessimist likes wholesome good nature in others.

Cordial service—sincere politeness—continual courtesy—build a store personality you can sell. And it's a "repeat sale" every hour.

CUSTOMERS AND POLITENESS

These are two things that are indispensable to the retail merchant of to-day. Without the former he cannot do business, and likewise without the latter, as the latter begets the former. Politeness to a buyer means, in almost every case, a satisfied customer.

The dealer or salesman who is sincerely polite to his customers is sure to reap many benefits from it in the way of increased sales. A customer will go out of his way to buy from a dealer who is cheerful and polite and who offers suggestions, whereas he will go out of his way to avoid the surly dealer just as he will to avoid a surly person in private life.

A few days ago the writer went into a small drug store with the purpose of talking to the dealer. On his first entrance he was struck at once by the surliness of the proprietor. Every move was watched with suspicion and he was greeted by a gruff "What will you have." Rather taken back by this unusual reception by a retail dealer he waited to see if the other people entering the store were given the same reception. Customers were rare evidently, because it was not until some minutes after that a buyer entered. The customer asked for a can of talcum of a certain brand. The dealer did not have it in stock, and instead of politely offering to secure it for the customer, he said that he did not have it, and turned his back to busy himself with a shelf in the same manner that some men have of dismissing or trying to dismiss a reporter.

Perhaps the above case is rather an unusual one, but there are many things, little things that if dealers exercised more care in, could make better customers and hence make sales.

ALWAYS A SUCCESS

An up-to-date fountain well managed has never ruined any man or any line of business, but has the record of making a success of many druggists in all sections of the country.

The man who has a thing to sell,
And goes and whispers it down a well,
Is not so likely to collar the dollars
As he who climbs a tree and hollers.

A Generous Profit On Every Bottle of ENO You Sell

Every time you pass a bottle of ENO over your counter you put a fair profit in the till.

The persistent and vigorous ENO national advertising is rapidly getting into full stride, and the steadily increasing demand for this unrivalled Health Drink proves that ENO is

supported by the unwavering confidence of **satisfied** customers.

Summer time is ENO time—and the next few months will witness an enormous increase in ENO Sales. Are YOU ready to participate in the profits **created for you** by this growing volume of ENO business?

ENO'S FRUIT SALT

*Brings Health to
Your Customers
and Profit to Your
Business.*

The words "Fruit Salt" are our registered Trade Mark, and have been known for half-a-century to mean the preparation of J. C. ENO, LTD., "Fruit Salt" Works, London, E.C.

Agents for North America:

HAROLD F. RITCHIE & CO., Limited, 10 McCaul St., TORONTO
171 Madison Ave., New York City



the bottom for the average length of time between purchases for each size of package, to be determined from the entries of order dates.

Help Guard Against Over-Buying.

When such records are used, it is easy for the proprietor to guard against over-buying. This record will show when the merchandise has been bought, and in what quantity. When it is necessary to re-order, he can readily determine the length of time it has taken him to dispose of the quantity bought on the last order. From this he can judge whether or not the size of his order should be cut down. If it were a slow-mover, then he would ordinarily reduce substantially the quantity to be purchased on a new order.

By comparing these records with the stock on hand at as frequent intervals as possible, the druggist can detect slow-movers before the time comes for re-ordering. This helps him to keep his stock fresh and clean, and to avoid the expense and loss that comes through the accumulation of slow-selling goods. Records of this sort are being used with success and with comparatively little extra labor by several druggists.

WHERE ARE THE PROFITS ANYWAY?

There is a lot of misapprehension as to where profits really are in drug store sales. Some men have started in as errand boys and have grown gray and venerable in the business, under the unfortunate delusion that each sale yielded a percentage of profit. These people have felt a fine satisfaction as a silver quarter, half dollar, or five-dollar bill found its way into the cash register or the old-fashioned till. They have said to themselves smugly,

"I have made a nice profit on that transaction. My

bank account will be ten cents, twenty-five cents, or two dollars larger (as the case may be). On the strength of that good business, I will buy a chicken for my Sunday dinner!"

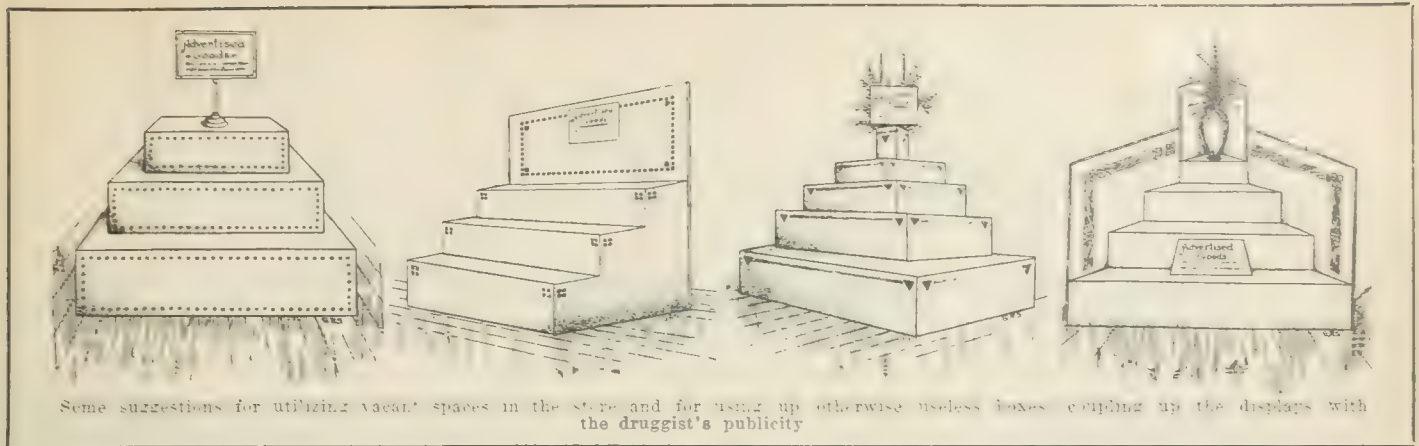
Now as a matter of fact, the five-dollar sale of ivory toilet goods may not have represented a penny of profit, so that the purchase of the chicken was unwarranted, and a little later on the druggist was worried because there was no cash in sight with which to pay his jobber. Where do the profits come from anyway?

The only object in increasing sales in the drug store, is to increase profits, and so it is very timely that we stop here and now and find out where the profits really do come in. It will not hinder us long to stop and find out,—then we can take these facts into consideration in all the business we do from this moment forth, world without end! Many a man who has failed to stop and find out where his profits came in, has failed and never understood the reason why.

MARITIMERS ADVANCE PHARMACY STANDARD

The Nova Scotia Pharmaceutical Society has passed an order authorizing the adoption of university matriculation as a prerequisite to pharmaceutical registration. This order is to become effective in 1923, thus advancing the standard of pharmacists to that of medicine and dentistry in preliminary education in Nova Scotia Province.

The only way to advertise successfully is to advertise regularly. Spasmodic advertising is nothing but an expense. Persistent advertising is an investment that returns excellent dividends.



FLOOR SPACE CONTRIBUTED TO STORE PROFITS

Some suggestions on the subject that will prove of interest to the druggist in suggesting store helps.

THAT floor space in many a drug store throughout the country is not being made to contribute to either the volume of the business or to the profits as it should must be apparent to everyone who has given any thought to the subject.

When a yachtsman is rigging up his boat preparatory to participating in a race he mathematically studies the area of sail his craft can safely carry. What he is aiming at is the maximum of results. And he knows that in order to secure this he must have neither too little nor too much. That's why he gets down to mathematics when he is studying the matter.

The same principle should apply in regard to floor space in drug stores. Floor space costs money. And whether it be little or much the druggist should make it a habit of studying how he can get the best results from it. It doesn't pay to crowd the floor space, any more than it is unwise to over-crowd a yacht with sails. But it pays to utilize every available square foot.

It is always wise to have available floor space in the store occupied with something rather than nothing. But it is wiser still to keep in mind the fact that the goods which occupy a given space sell sufficiently well to at least contribute their proportion to the payment of rent and to the cost of doing business. There are possibly some goods in all drug stores which druggists find it necessary to keep in stock, more for the convenience of certain customers than for the profit that is in them, which are not sufficiently remunerative to even pay their share of the rent. They certainly should not be allowed to occupy the choice positions on the floor. They should be relegated to positions elsewhere, and their place given over to more profitable lines.

A year or two ago a young man who had, in the store which he had served as a clerk for some time, been taught the importance of utilizing floor space to the best possible advantage, bought out a business in a country town. The store was a good one and was

well situated on the main street. In fact, taking everything into consideration, it was the best drug store in the town, or vicinity. But in spite of these facts the business transacted in it had sunk to such a low level that the druggist had come to the conclusion that he had either to sell out or make an assignment.

The young man who bought him out was not long in discovering that one of the leaks in the business was through failure on the part of his predecessor to realize the importance of the right use of floor space in the store. Not only were there many choice spaces unoccupied, but there were others occupied by lines whose sale was not even sufficient to pay their share of the rent.

The first thing he did was to fill up the available vacant spaces with lines that both sold well and netted a good profit. Then he relegated the unprofitable lines to less valuable parts of the store, replacing them with those which were more desirable.

BLAIR'S GOUT PILLS

Man must go forth and meet the enemy on land and sea. Woman must fight at home against the greatest of all enemies, Disease—rheumatism, gout, lumbago, sciatica, neuralgia. The disease may be hereditary or may arise from causes the chief of which are chills.

Nothing tries a woman's system like worry; it resembles the East Wind, it finds out all the weak spots. The neuralgic headache develops into acute neuralgia, the "touch" of rheumatism turning into a chronic state. Blair's Gout Pills will prove the faithful friend, whether the enemy is an old-standing one or has just made its appearance. They have assisted the British man and woman to do their duty to their health for over 100 years. They have arrested the progress of rheumatism, and in chronic cases have given untold relief to sufferers, and helped them to bear their share in the nation's responsibilities.

All Drug Stores keep them, or can easily procure them for you.

MAKING DISPLAYS SELLS TALKING MACHINES IN DRUG STORES

Several druggists find Phonographs a good line to handle, especially in suburban and rural stores—An experience.

IN the February issue of *The Retail Druggist* we published an article showing how P. A. Christie, a Toronto suburban druggist made a success of handling phonographs and records.

Another druggist who has gained prominence through selling talking machines and records is J. R. Y. Broughton of Newmarket, Ont. Mr. Broughton gives publicity to the line in his general advertising and by placing a small cut and ad. feature at the top of his letter heads.

Being in the centre of a small town community he is enabled to get probably more business, because competition is not so keen from retail dealers in other lines of business, than are druggists in larger centres—and he has found it a profitable line to handle.

One of the Philadelphia dailies recently commented on the drug stores handling this unusual line, and gave an interview with a local druggist, whose experience coincides very much with the experience of Mr. Broughton.

Introducing This Profitable Side Line

"Before deciding to carry an article in stock I ask myself where, when and how does the impulse to buy this article really start," said this druggist.

"If I had not considered it in connection with phonographs, for instance, I would have missed out on a very profitable side line. Phonographs are not a usual drug store item. I probably would have argued, like nine druggists out of ten, that people don't think of going to drug stores to buy phonographs and that, therefore, it would not be a profitable line.

"As a matter of fact, however, the sale of a phonograph begins long before the purchaser makes the decision to buy. The expenditure of \$100 to \$150 is made only after days of thought and careful consideration. It's not like buying a can of soup or a tube of tooth paste. I can do a good bit with phonographs, but I couldn't with soup—unless there was some very strong novelty appeal connected with it.

"The impulse to buy a phonograph, I figure, generally begins with the sight of the instrument, and hearing it play, and the prospective purchaser is very likely to return to the place where that impulse started to make the purchase.

Making the Store a Community Centre

"This neighborhood, taken as a whole, is financially able to buy phonographs. The neighborhood comes in and out of my store all day long. Why shouldn't I put a phonograph on display here, and play it occasionally, and so start the impulse right here?"

Notwithstanding the fact that there is no room for more than one machine in the store, and virtually no room for the storage of records more than a dozen machines, ranging up to \$200, have been disposed of in the course of a year with no further investment than the space which the machine itself occupies, the seizing

of a moment now and then to wind it up and put on a record, and the time consumed in answering queries.

The machines are sold on the commission basis, with a good percentage of profit. They are handled as a side line in the fullest sense. That is, virtually no time is spent in pushing them.

PUBLICITY TO DRAW REGULAR CUSTOM

There are very few drug stores that depend almost entirely on transient trade as their source of income. True there are some but they are located for the most part in the downtown districts of the larger cities. Of course every druggist, every retail merchant in fact, enjoys a certain amount of transient custom but the great majority depend upon a regular clientele for the income necessary to the existence of the business. Therefore one of the important points involved is the making of regular customers out of occasional ones, or transients, and the right kind of a business policy, the right kind of people behind the counters of your store, backed up by a progressive policy of advertising will accomplish this result.

REDUCE DRUG CLERKS' HOURS

That the hours of labor of drug clerks should be reduced considerably was suggested by Henry Watters, Ottawa, president of the Council of the Ontario College of Pharmacy, at the annual banquet at Toronto last month of the "Over-The-Top" class of the College of Pharmacy. Mr. Watters declared that although the clerks had in the past made several unsuccessful attempts to have the hours reduced, he believed there was some way in which the matter could be amicably adjusted to the satisfaction of the clerk and the employer. Mr. Watters suggested that a conference of representatives of both interests might result in the bringing about of a more rational condition of hours of labor in the profession.

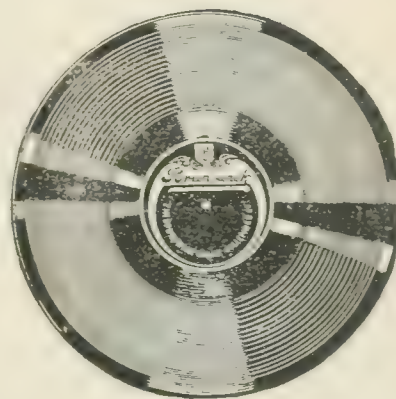
The dinner which was held in the Blue Room of the Carls-Rite hotel, brought together the largest class since pre-war days. Addresses were also delivered by members of the faculty, including Dean Heebner, Prof. Evans, Prof. Scott and Prof. Hurst and by Geo. W. Gibbard.

A MOTHER'S BABY BOOK

The Department of Health, Ottawa, have issued "The Canadian Mother's Book," a work containing a great deal of useful information for the Canadian home. The book has been written by Dr. Helen MacMurchy, chief of the division of child welfare, which will give some idea of its worth; and as there are 200,000 babies born every year in Canada, one can see there is a field for the work. The book is published in French and English, and a copy may be obtained by request of the Deputy Minister of Health, Ottawa.

Here's a REAL Opportunity for YOU to Make Money

Sell Brunswick Records and every owner of any make of phonograph is your prospect for regular business. Here are some points to note:—



Brunswick Records Sell for Cash.

Brunswick Records Play on any Phonograph.

Brunswick Records are Well Advertised.

Brunswick Records enjoy the unique prestige of the Brunswick Phonograph.

Brunswick Records have many exclusive artists.

Brunswick Records have an exclusive spiral groove feature which permits using the automatic stop in a set position.

Brunswick Records are made in Canada and have behind them all the resources of a sixty-million-dollar corporation, which assures continuity of business and ability to "get them first."

(A notable instance of Brunswick leadership is shown by the fact that the big hit, "MY MAMMY," appeared FIRST on Brunswick Records.)

The next best thing: if you haven't a Brunswick—is Brunswick Records on the phonograph you have?

The Brunswick slogan has "caught on" because it is TRUE.

MAIL US THE COUPON

for full particulars of our Brunswick
Record proposition for druggists.

The Musical Merchandise Sales Company
Dept. R. D., 79 Wellington Street West,
TORONTO

Kindly send me, free and postpaid, full particulars regarding
Brunswick Record Agency.

NAME

ADDRESS.....

Confectionery

SELLING HIGH PRICED CANDY LINES

The experience of a druggist who by arranging candy location increased sales fifty per cent.—Two clerks to handle department now.

DO druggists ever stop to consider the fact that it is just as easy to sell high grade candies at a better profit as it is to sell the cheaper kinds? Maybe there are some who have not given much thought to the question. A certain druggist in one of our larger centres tells in an exchange his tale of how he placed his confectionery department in an enviable position so far as steady trade is concerned.

When this druggist first put in his candy department, he followed practically the same mode of procedure that other corner druggists employ. That is, he had the showcase put in, the stock arranged more or less effectively on the glass shelves, and then waited for the customers to ask for what they wanted. Nine times out of ten when a sale was made, it was for some trifling little amount, such as a package of gum, or maybe fifteen cents worth of hard caramels. Once in a long time someone would buy a whole pound of chocolates.

How One Druggist Did the Trick

It was about this time that he thought the department should show some little profit. He looked into what others were doing, made mental observations as to methods of distribution, etc., but it was not for some little time that the real germ of their selling plan dawned upon him.

The better to put his ideas to the test, this druggist tried to put himself in the place of someone who had entered the store without any definite purchasing plan. With this in view he stood just inside the front door, and looked around.

On one side the soda fountain loomed up clean and inviting, with its various well-lettered cards extolling the virtues of malted milk, and other beverages. Opposite was the perfume counter, with its shelves a riot of color. At the end of the store the patent medicine and sundry counter; its shelves arranged in an orderly manner. In fact, every department caught the eye of the casual observer, except the candy counter.

This counter was right alongside the perfume counter, and anyone waited on its occasional patrons who happened to be disengaged at the time.

Coming closer he was struck with the haphazard way in which the case was trimmed. A dish of chocolates here, a dish of hard candy next, a stack of gum, and so on. The whole arrangement looked very uninviting.

Give the Department a Chance

Evidently if the candies were to have a chance to prove the theory that in order to sell goods they must be exhibited, the case would have to be given a more

prominent position in the store. So the candy department was shifted to the front. The first showcase inside the door. The next thing in order was to make the goods conspicuous. This was accomplished by lighting the bottom of the case, which was dressed with an elaborate display of boxed goods.

The loose, or bulk candies were arranged in orderly piles on trays. Time was taken to pyramid these piles neatly. At the very end of the case, the expensive chocolates were placed, and so on down the line until the cheap hard candies, such as taffy, were at the other extreme end of the case altogether.

Of course it must not be supposed that immediately the candy sales jumped up fifty per cent., or anything like that, but they increased, and the largest sales were on expensive chocolates.

The idea that this druggist tried out, which is that people are greatly influenced by what they look at first, has proven its worth, and the fact that two girls work behind this counter now shows that methods along these lines will produce results.

I have never seen a man who could do real work except under the stimulus of encouragement and enthusiasm and the approval of the people for whom he is working.—Charles M. Schwab.

THE CARDINAL RULES FOR SUCCESSFUL RETAILING.

There's no mystery about good store management—no necessity for your making a hard problem of a simple matter of common sense.

Efficient retailing depends only and absolutely upon the following of these plain principles:—

Carry good goods. They build reputation. They have a year after year value that reflects credit to your store's standing in your community.

Adopt—and use—a good cost system. Guessing at costs and haphazard adding of profits is not fair to yourself or your trade.

Advertise—and use the advertising manufacturers furnish you.

Maintain a definite standard of service and salesmanship.

The merchant who observes these cardinal rules of successful merchandising invariably appreciates the significance to him of the announced policies of manufacturers from whom he buys. Such announcements leave nothing to doubt or hearsay. They clear the air of rumor and let the merchant know exactly where he stands with the manufacturer from whom he buys.

*Twelve Reasons why the Retail Drug Trade
of Canada should stock and push the sale of*

BLACKSTONE

10-CENT CIGARS

If you haven't read the reasons in previous issues, get back numbers and do so.

REASON No. 7

Back of the splendid quality of tobacco used, the exceptionally high standard of workmanship insisted on, and the aggressive sales policy followed, there is one factor which must not be lost sight of.

It is this :

This company has particularly strong financial resources. . It can buy to great advantage ; it manufactures in a very big way, and its cost of distribution to the retailer is low.

It, therefore, can put into each cigar the maximum of quality in relation to the cost of the cigar.

Consequently, the "BLACKSTONE" is a little better than any other 10 cent cigar on the market.

Stick to
BLACKSTONE CIGARS
10c They are Safe

THE GENERAL CIGAR CO., LIMITED
137 MCGILL STREET - MONTREAL

PHOTOGRAPHIC Supplies

HAS TURNED OUT 2,500 PRINTS IN A DAY

B. M. Woodward, Toronto Druggist, takes in as high as 400 rolls of film in one day, and has turned out 2,500 prints in a day.

IF druggists have been discouraged regarding the possible results obtained from a photographic department, R. M. Woodward's experience should prove a rejuvenator.

About ten years ago Mr. Woodward began to take up this work with a view to making it one of the most up-to-date departments in the store as well as increasing his profits. From that time on the business has steadily grown until his store ranks first in this line in the Broadview and Gerrard St. district, and indeed it is right up to the minute both in service and satisfaction.

Devotes Large Space to Printing and Developing

Practically all the space in the basement is devoted to the necessary equipment to produce a rapid service both in printing and developing. Mr. Woodward stated: "Last summer we took in as high as 400 rolls of film in a day and have also turned out 2500 prints in a day. Of course," he says, "this is not an average but we find we have all the work it is possible to handle until other printing lamps are installed." In the dark room there are at present two lamps in operation for printing purposes and they are at times worked to the limit. A large tank for the developing is situated at the rear of the basement.

Printing and Developing Affect Sale of Supplies

Photographic supplies are goods that any dealer can and should handle, not only because they are saleable, but the profit, when they are strongly featured, is high and the turnover rapid. Mr. Woodward stated when asked if he found a good demand for these goods, "We sell stacks of them." Think of it!—a line that some dealers bury in the most obscure corner of the store, an aggressive dealer sells in large quantities and finds the sale of the same greatly increased because he facilitates it by a real service to his customers in printing and developing pictures.

A Neat Display

Mr. Woodward has installed two showcases of the slant front type which he finds materially help in creating good displays and thereby inducing customers

to buy. The writer was favorably impressed by the excellent display of cameras which one of these business getters contained.

Pictures in Winter

People take pictures in winter as well as in summer, although the opportunities during the hot months are greatly increased because of the favorable weather. However, Mr. Woodward finds that printing and developing in winter is quite brisk. This season, however, has proved the exception as snow is required to produce worth while pictures in winter, and there was very little of that this year. Enlarging, of course, is quite a feature of this retailer's business because, as he says, "the customers demand enlargements and have to get them."

Make a Clean-up This year

What are you doing to increase your sale of photographic goods this year and also to offer your customers real service through your printing and developing department? Is this important feature of your store going ahead or is it falling behind? Are you determined to make a renewed effort and build up your business in the photographic line, or are things going to slide again this year? Ask yourselves these questions and set your mind to the task of boosting sales in photographic supplies, for the turnover is rapid and the profit will surely be worth the effort.

A Twenty-four-Hour Service

This is the speed with which Woodward's drug store does work in printing and developing, throwing in as well clear prints and customer satisfaction. Surely a store with this experience along photographic lines should prove an incentive to those wide-awake dealers who are quick to seize every opportunity to make a profit on a reputable line of goods which will soon be in demand everywhere. This is your task, "See ye to it" and determine that this coming season will not catch you napping, and apart from the fact that your store will rank 100 per cent. efficient you will be giving valuable service to your customers as well as benefiting yourself.

RELIABLE BRITISH PHOTOGRAPHIC GOODS

BARNET PLATES AND PAPERS

of the finest quality in all grades for
The Professional, The Scientist,
The Amateur.

Price list and full particulars

ELLIOTT & SONS, LTD., BARNET, England
SOLE MAKERS

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SCALES



Always the "STANDARD" Quality

Amidol-Johnsons Metol-Johnsons
Glycin Azol Pyro Hydrokinone

Chemicals and Preparations for Amateur Trade, Professional Work,
and for the Trade Enlarger. Price lists free on application.

JOHNSON & SONS, Ltd. Cross St., Finsbury, London

HOUGHTONS, LTD.

88-89 High Holborn, London, W.C.1. England
Works:—Walthamstow

Ensign Cameras Films & Accessories

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Special patterns
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is recognized in every quarter of the
globe as the supreme printing paper.
Made in five delightful grades it offers
wide scope and charming varieties for
every class of photographer.

THE LETO PHOTO MATERIALS CO., LIMITED
Roman Wall House, 1 Crutched Friars, LONDON, E.C., ENGLAND

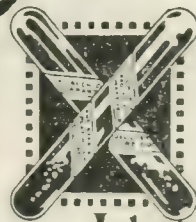


ALDIS LENSES

These British made lenses are unsurpassed for quality and
definition. Now supplied in apertures ranging from F/3
to F/7.7 and foci from 1 1/2 in. to 36 in. Liberal terms
quoted to dealers. Lists and show cards free.

ALDIS BROS., Sparkhill, BIRMINGHAM, ENG.

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SILVER NITRATE
POTASSIUM
CHLOROPLATINATE
of Guaranteed Purity

Write for
Booklet
Economy
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Toning

Johnson Matthey & Co Ltd
THE WORLD'S CLEARING HOUSE FOR THE PRECIOUS METALS

73-82 MATTON GARDEN, LONDON E.C.

PHOTO FRAMES

The Original Untarnishable Series

Wood Backs and Struts

*Send for the finest Frame Catalogue
in the World.*

WHITEHOUSE, WILLETTS & BENNION, LTD.
TYTHING, WORCESTER, ENGLAND

RELIABLE BRITISH PHOTOGRAPHIC GOODS

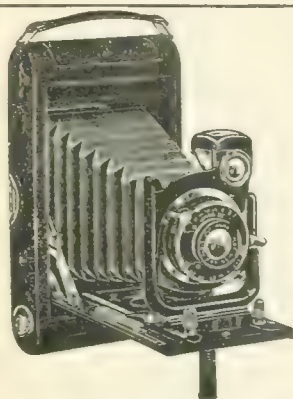
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critical photographers—*

Supply them with

Criterion
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The materials for the critical.
May we send you trade terms?

CRITERION LTD., 7 Stechford, Birmingham, England



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Every photographic dealer
should have our catalogue.

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PHOTOGRAPHIC
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Bromide, Bromide de Luxe, Slogas (Gaslight), Eutone (Self-toning) and P. O. P.
Post Cards in all grades. **Thomas Illingworth & Co., Limited, London.**
Illingworth's are the Paper People.

AGENTS FOR CANADA THE

National Drug and Chemical Company of Canada, Limited
34 St. Gabriel Street, Montreal

FINISHING OF SNAPSHOTS SHOWING ORIGINAL STYLE IN LONDON DRUG STORE

The Cameress Drug Store of London has long been noted for the unusual in their window trims featuring cameras, pictures and supplies. But their latest stunt to increase their picture-printing business bids well to eclipse all previous attempts in business-getting results.

Believing that people like to see pictures and that pictures can tell their own story, they have arranged a collection of fourteen large prints of about 14 by 10 inches, illustrating how the films are handled from the time the customer leaves the order at 9 a.m. till the time the customer is given the perfect work at 6 p.m. the same day.

DALLMEYER LENSES

The Lenses of Established Reputation

A new catalogue has been prepared which gives complete particulars and illustrations of the various sizes of Lenses which has made the name of DALLMEYER famous for over 60 years.

Applications for this catalogue are invited.

J. H. Dallmeyer, Limited

Church End Works, High Road
Willesden, N.W. 10 - LONDON



The Watkins Snipe Meter

New 16

Tells at a glance if light
will do for snaps, with
full opening of average
Cameras and Kodaks.



Distinct in purpose
from Bee and Snapshot
Meters. With card of
instructions.

JUST THAT—NOTHING MORE. NO FIGURES

From all Dealers or

WATKINS METER CO., Hereford, England

Hanging well above the row of prints is a card with the simple inscription, "The Story of Perfect Pictures." The pictures, which hang on the level of the eyes, close to the window glass, tell the story.

Starting at the first print on the left, the prospective customer sees a picture of a customer passing a roll of film over the counter to the courteous-looking clerk. Glancing to picture two, the first operation of perforating the end of the film for means of identification is seen, while the third picture shows a closer view of the film and the machine which does the perforating.

The interesting operation of developing the rolls is shown in the fourth picture, where it is noted that the developing machine has a capacity of 125 films an hour. Picture five shows an operator examining each film to make sure that the proper stage of development has been reached, while in the next picture the films suspended in the drying-room are illustrated.

In the seventh picture is seen the important operation of making prints from the films. Here the capacity is one thousand prints a day, and many employees are needed to operate the numerous printing machines. In the next picture a close-up view of the printing machine itself is shown, and in picture nine the method of washing 3,000 prints an hour is graphically illustrated.

Passing along to the tenth picture, the drying operation of the prints is shown, and in the next picture two girls are shown trimming the finished pictures. After this operation the prints are inspected as illustrated in the twelfth picture in the row.

News of the Drug Trade from Here and There

W. Bora has started a pharmacy at Rhein, Sask

Dr. C. Fraine has opened a store in Minden, Ont.

L. K. Liggett Co. has succeeded J. D. Meker, Guelph, Ont

A. C. Specialties, chemists, Montreal, have been registered.

R. J. Crosby is starting a new pharmacy at Ford City, Ont.

D. J. Buckley has started a new pharmacy at Coal-mont, B. C.

D. J. Buckley has opened a new drug store at Coal-mont, B. C.

H. E. Wallis has started a pharmacy at Cobble Hill, Victoria, B. C.

T. J. Derman has succeeded Miss Edith M Hall at Mortlach, Sask

The Atlas Drug Corporation Ltd., London, Ont., has been incorporated.

Fred A. Pollock is removing from Vancouver to White Rock, B. C.

C. W. Liddle has purchased the Barton Drug Co., Ltd., Chatham, Ont.

Magnus & McDougall have started a pharmacy at Port Dalhousie, Ont.

Clarence Knispe has taken over W. H. Boulee's business at Kitchener, Ont.

The Powell River Drug Co., Ltd., Powell River, B.C., has been incorporated.

W. H. Murphy has taken over D. A. Cameron & Co's business at Owen Sound.

Victor O. Sawyer has succeeded Fred W. Smith at 20 Danforth Ave., Toronto.

J. T. McCullough has purchased W. M. Palmer's Drug business at Craik, Sask

L. A. Wright has opened a drug store at Robson and Howe streets, Vancouver.

R. H. Boyer has succeeded A. W. Campbell, 2296 Fourth Ave., Vancouver, B. C.

W. U. Pond has opened a branch drug store at Windsor, with W. Warren as manager.

The Curry Drug Co., Calgary, has opened another link in their chain of pharmacies.

The Avenue drug store, Winnipeg, was damaged by fire recently to the extent of \$850.

Leslie A. Wright has started a pharmacy at Robson and Howe Streets, Vancouver, B. C.

The British American Drug Co., manufacturing chemists, has located in Welland, Ont.

H. J. Childs, a London, Ont., druggist, is contesting for a vacant seat on the city council.

Miss Christine Robertson has succeeded A. D. Downey in the drug business at Chatham, Ont.

L. C. Sabine was shot by highwaymen as he was about to close his store one night recently.

Dr. J. P. McCulloch of Ituna, Sask., has purchased W. M. R. Palmer's drug business at Craik, Sask.

Sterno of Canada, Ltd., has received an Ontario charter. Ruthven Hay, Toronto, is its attorney.

The Conklin Ginseng Nursery Plantations, Ltd., Toronto, has been incorporated with a capital of \$40,000.

R. H. Boyer has purchased Arch. W. Campbell's drug business at 2296 Fourth Ave. West, Vancouver. Mr. Campbell is visiting in Ontario.

Powell River Drug Co., Ltd., Powell River, B. C., has been registered as taking over the business carried on by C. W. Long. Capital, \$25,000.

A. H. Pearcey has succeeded W. Gardiner in the drug business at Alameda, B. C., and A. F. Packman has succeeded Jas. Johnston at Alameda, Sask.

The Alpine Chemical Co., Toronto, has been incorporated with a capital of \$40,000. W. J., H. I. and W. R. Haight and J. C. MacFarlane are provisional directors.

Carrols, Ltd., Montreal, has been incorporated with a capital of \$200,000, to manufacture, and deal in medicinal preparations, hospital equipment and druggists' sundries.

The Palm Drug Co., Ltd., have removed from Hastings street to 1077 Broadway west, Vancouver.

Fred A. Pollock is opening a drug store at White Rock, B.C.

Two armed robbers attempted to rob Geo. Morgan, a Windsor, Ont., druggist recently. They struck him on the head with a revolver, but Mr. Morgan cried for help and the robbers fled.

Brillinger's drug store at 1162 St. Clair Ave., west, was robbed during the past month. Two gunmen gagging the clerk, Hilliard B. Fennell, as he was about to close the store at midnight and stealing \$24.

The Atlas Drug Corporation, Ltd., London, Ont., has an Ontario charter, with a capital of \$100,000, to make and deal in alkalies and chemicals, rubber goods and druggists' sundries. C. H. Kerns and H. S. Adair of Columbus, Ohio, and W. E. Talhelm, Toledo, Ohio., are interested.

A change in the management of the Eastern Ontario office of the Cocoa Cola Co. has been made, the new manager being George A. Porter, who will have charge of the plants at Toronto, Hamilton and London. It is now proposed to greatly enlarge and improve these plants to take care of the company's growing business. This was decided upon at a dinner tendered the officers of the parent company at the King Edward Hotel recently.

TANGLEFOOT

PRODUCTS




**STICKY FLY PAPER, STICKY FLY RIBBON,
TREE TANGLEFOOT, ROACH AND ANT POWDER.**

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When Customer Is Not Certain Which Diamond Dye She Needs— Sell Her Cotton Dye in White Envelope

Diamond Dyes for Cotton, Linen and Mixed Goods will also color wool and silk in the same dye bath better than any so-called "All-Purpose" Dye on the market.

But no dye that will color cotton, linen and mixed goods successfully can give the same rich shade to a material that is all wool or all silk as is obtained by the use of our "Diamond Dyes for Wool or Silk" in Blue Envelope.

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Full sized sample and liberal terms upon receipt of trade card or memo.

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The Shampoo with the delightfully charming perfume
A Seller Wherever Tried. No Soap Required.

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Warning to Chemists

The original Dr. Ridge's Food is manufactured only at The Royal Food Mills, London N., England.

Wholesalers and retailers should bear this in mind when ordering, and beware of imitations. Dr. Ridge's Food has over fifty years reputation and is recommended by Doctors, Nurses and Mothers in all parts of the world.

Dr. Ridge's Food makes milk more digestible and nourishing and is invaluable for Infants, Growing Children, Invalids and the Aged.

The demand for Dr. Ridge's Food is rapidly increasing, and every store should hold a stock, but it must be the genuine—The Dr. Ridge's Food manufactured at The Royal Food Mills, London, N., England.

SELL CAMERAS AND USE CAMERAS

A camera trade is now becoming a profitable, and has long been a very legitimate part, of the retail drug business. The profits are satisfactory, the business is interesting, and the customers for cameras are an asset in other departments of the retail drug store, says the Modern Druggist.

The retail druggist who sells cameras and advises others to take pictures should practice what he preaches. Education comes more quickly through the eye than any other way. Take pictures for advertising purposes. Use only the best, but display them in an attractive manner. Illustrate your advertisements in the local press. A carefully worded advertisement brings results, but an appropriate illustration brings more quickly the desired impression. Remember that

illustrated talks, other things being equal, are always much better attended than are all-word lectures.

HOME REMEDY FOR CHRONIC DISEASES

A series of pamphlets descriptive of the merits of Coutts' Acetic Acid have been published by F. Coutts & Sons, London, Eng. These pamphlets tell of the method of treatment discovered by Francis Coutts, of Aberdeen, Scotland, and has been fifty years before the public, and is now known and practised with increasing success throughout the world. It is a simple, external, home treatment, founded on sound physiological principles, and it is said has been proved to be a most powerful means of relieving pain and curing disease.

Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetalid, lb.	\$1.00	Aluminium, Acetotartrate, oz.	\$0.25	Ashes, pearl, lb.	\$.60	Boroglycerine, oz.	\$0.15
Acetone, pure, lb.95	Bromide, oz.50	Pot., lb.35	Bromine, oz.20
Acid, Acetic, B.P., lb.22	Chloride, pure, oz.15	Asphaltum, lb.18	C.P., oz.60
Acetic, 99 1/2 p.c., lb.65	Metal, oz.25	Atropia, pure, 15 gr. bots., each	2.00	Chloride, oz.50
Arsenious (Arsenic), lb.20	Nitrate, pure, oz.15	Sulphate, 1/2-oz. bots., per oz.	17.00	Brompin, 1/4 lb.	4.30
Arsenious (pure), oz.10	Sulphate, pure, oz.15	Balsam, Canada, lb.	2.40	Tablets, box of 25 each65
Arsenious (red lump), oz.05	Alumol, oz.75	Copaiba, Amer., lb.95	Bromoform, oz.40
Benzoic, from Gum, oz.	1.10	Alypin, 15 gr. bot., each25	Copaiba, English, lb.	2.30	Bromural, oz.	4.00
Benzoic, from Toluol, oz.20	Amidol, oz.	1.00	Peru, oz.25	Broomtops, lb.50
Boracic Crystals, lb.26	Ammonal, oz.	1.65	Toiu, oz.25	Cadmium, oz.50
Boracic, pulv., lb.26	Ammonal, tablets, oz.	1.65	Bark, Ash, prickly, lb.25	Bromide, oz.25
Butyric, oz.50	Ammonium Acetate, oz.20	Bark, Angustura, lb.	1.10	Chloride, oz.30
Cacodylic, 5 gr. bot. ea.30	Benzoate, oz.35	Bayberry, lb.90	Iodide, oz.55
Camphoric, oz.90	Bichromate, oz.20	Canella, lb.25	Nitrate, oz.25
Carbolic, 1 lb. bots.60	Borate, oz.20	Cascara, lb.40	Sulphate, oz.30
Carbolic, 5 lb. tins, lb.55	Bicarbonate, oz.15	Cascarilla, lb.75	Sulphide, oz.50
Carbolic, 10 lb. tins, lb.52	Bromide, lb.85	Cherry, black, lb.30	Caffeine, oz.	1.00
Carbolic, crude, Com'l., gal.85	Carbonate, lb.22	Cotton Root, lb.20	Benzoate, oz.	2.10
Chromic, pure Cryst. oz.25	Carbonate C.P., Howard's, lb.	1.00	Condurango, lb.60	Citrate, oz.55
Crysophanic, oz.50	Carbonate C.P., Merck's, lb.60	Elm, lb.	1.50	Hydroformate, oz.	1.20
Cinnamic, oz.	1.15	Carbonate, powd., lb.30	Hemlock, lb.15	Hydrochloride, oz.	1.35
Citric, lb.	1.10	Fluoride, oz.50	Mezereon, lb.50	Salicylate, oz.	1.00
Cresylic, oz.40	Glycerophosphate, oz.50	Peruvian, Red, lb.	1.50	and Soda Benzoate, oz.80
Fluoric, 1 lb. bots., each	1.50	Hypophosphite, oz.30	Peruvian, Yellow, lb.	1.50	Calamine, prepared, lb.15
Fluoric, 1/2 lb. bots., each88	Iodide, oz.60	Pomegranate, lb.55	Calcium, metal, oz.	5.25
Fluoric, 1/4 lb. bots., each56	Liquor, fort., lb.18	Podar, lb.30	Acetate, oz.15
Fluoric, 1/2 lb. bots., each40	Molybdate, oz.60	Sassafras, lb.75	Bromide, oz.25
Galic, oz.25	Muriate, lump, lb.40	Soap, lb.40	Carbide, lb.20
Glycerine, phosphoric, oz.65	Gran., lb.25	Tamarac, lb.20	Carbonate, pure50
Hydroiodic, oz.45	Nitrate, com'l., lb.45	Wahoo, lb.65	Carbonate, Precip., lb.10
Hydrobromic, lb.55	Nitrate, C.P., oz.15	Witch Hazel15	Chloride, com'l., lb.08
Hydro-Silico, Fluoric, oz.10	Oxalate, oz.20	White Pine, lb.18	Chloride, pure, lb.	1.00
Hypophosphorus, 10 p.c., oz.15	Persulphate, oz.25	Barium, Acetate, oz.20	Glycerophosphate, oz.30
Lactic, concentrated, oz.35	Phosphate, pure, oz.15	Bromide, oz.40	Hypophos., oz.20
Mallie, oz.	1.20	Salicylate, oz.30	Carbonate, pure, lb.60	Hyposulphite, oz.15
Meconic, oz.	4.25	Succinate, oz.70	Chlorate, oz.20	Iodide, oz.65
Molybdic, pure, oz.40	Sulphate, com'l., lb.15	Chloride, com'l., lb.25	Lactate, oz.25
Monochlor, acetic, oz.45	Sulphate, pure, oz.10	Chloride, pure, lb.70	Lactophosphate, oz.35
Muriatic, com'l., lb.08	Sulphide, pure, cryst., oz.90	Metal, 2 c.c. tubes, each	7.00	Nitrate, oz.25
Muriatic, C.P., lb.47	Sulphite, oz.30	Nitrate, oz.20	Oxalate, pure, oz.15
Nitric, com'l., lb.14	Sulphocyanide, oz.25	Oxide, Hydrate, com'l., oz.10	Peroxide, oz.30
Oleic, pure, oz.45	Tartrate, neutral, oz.20	Pure, Anhydrous, pure, oz.10	Phos. Percip., lb.25
Osmic, 1 gramme tu., ea.	5.10	Valerianate, oz.75	Peroxide, com'l., lb.	1.00	Phosphide, oz.90
Oxalic, lb.60	Amyl, Acetate, Oxide, oz.15	Phosphate, com'l., lb.20	Saccharate, oz.20
Oxalic, pulv., lb.65	Butyrate, oz.35	Phosphate, oz.20	Salicylate, oz.45
Perchloric, oz.25	Formate, oz.25	Sulph., Precip., oz.10	Sulphate, Precip., lb.70
Phosphoric, concent, 1500 lb.75	Nitrate, oz.70	Sulphide, pure, oz.15	Sulphide, oz.10
Phosphoric, dil., lb.80	Nitrite, oz.50	Beans, Calabar, oz.15	Sulphite, oz.15
Phosphoric, glacial, oz.25	Valerianic, oz.70	Tonquin, oz.25	Sulphocarb. oz.20
Phosphoric, syrupy, 1750, lb.80	Anaesthesia, 25 grm. pkgs., each	3.85	Vanilla, Mexican, oz.60	Camphor, in bulk	2.50
Proligenous, lb.15	Amylene, Hydrate, oz.	1.35	Vanilla, Bourbon, oz.40	oz. blocks, lb.	2.55
Prussic, g.s., bots., doz.	2.25	Anethol, oz.65	Berberine, Muriate, oz.	5.50	1/2 oz. blocks, lb.	2.57
Pyrogalic, Marck's, oz.45	Aniline, pure, oz.15	Berberine, Sulph., oz.	5.50	Powdered, lb.	2.55
Salicylic, lb.65	Anisol, oz.50	Benzoic, lb.20	Monobromide, oz.55
Salicylic, natural, oz.	1.00	Antikamnia, oz.	2.00	Benzoin, lb.	2.45	Cannabine Tannate, 15-gr. tubes, each60
Succinic, oz.	2.00	Vest pocket, box, doz.	3.35	Benzosal, oz.	1.80	Cantharides, whole, Chinese lb.	2.90
Sulphanilic, oz.50	Antimony, metal, oz.10	Benzyl, Chloride, com., oz.	1.50	Powder, Chinese, lb.	3.20
Sulph., Aromat, lb.	1.25	Pulv., pure, oz.10	Berries, Buckthorn, lb.	1.00	Whole, Russian, lb.	6.50
Sulphocarbolic, oz.35	Arsenate, oz.30	Coculus, Indicus, lb.75	Powdered, Russian, lb.	6.50
Sulph., com'l., lb.08	Chloride, oz.45	Cubeb, lb.	3.50	Cantharidin, 5 gr. tube, each	2.25
Sulph., C.P., lb.47	Liver (crocus), lb.70	French, lb.20	Carbon, Bisulph, lb.40
Sulphurous, lb.20	Oxide, White (Acid Antimonic) oz.75	Juniper, lb.20	Tetrachloride, lb.35
Stearic, lb.60	Tart. Pulv., (Tartar Emetic), lb.	1.25	Laurel, lb.20	Cestoreum, oz.65
Tannic, lb.	2.40	Antiesin, oz.	2.25	Prickly Ash, lb.30	Colodion, oz.	1.50
Tartaric, cryst., lb.60	Antipyrine, Salicylate, oz.	1.50	Poke, lb.65	Cerium, nitrate, oz.35
Tartaric, pulv., lb.60	Antitoxine, Neuralgic, oz.	1.30	Saw Palmetto, lb.40	Oxalate, oz.20
Trichloracetic, oz.45	Apiol, green, oz.65	Betol, oz.70	Chalk, French, lump, lb.40
Uric, oz.	1.50	Apocodine, Hydrochlor, 1 gr. bots. each25	Bismuth, Ammon., Citrate, oz.75	French, powd., lb.65
Valerianic, oz.	1.70	Apolysine, oz.90	Benzoate, oz.85	Chirette, lb.85
Aconitine, pure amorph, gr.20	Apomorphia, Muriate, oz.	55.00	Boracanthol, oz.25	Chloralid, oz.85
Adeps Lanae, hydrous, lb.60	Arbutin, Crystals, oz.	1.90	Carb., lb.	4.35	Chloral Hydrate, lb.	1.75
Airol, oz.75	Areca, Nuts, lb.65	Citrate, oz.40	Chloroform, D. & F. base label, lb.	2.10
Albumen, from egg, oz.35	Nuts, pulv., lb.75	Iodide, lb.65	D. & F., pure, lb.	3.90
Albumen, from blood, oz.10	Arecoline, Hydrobrom, 15 gr. bots. each	2.35	Liquor, lb.80	D. & F. Methyl, lb.	2.10
Alcohol, gallon	11.75	Argentamine, oz.60	Metal, oz.35	Chlorophyl, for water, oz.65
Absolute, lb.	3.75	Argentum, crede (Colargolum), oz.	4.00	Nitrate, Crystals, oz.30	Chlorophyl, for water, oz.65
Amyllie, C.P., lb.	3.00	Argonine, oz.95	Oxide, oz.40	Carbonate, oz.50
Columbian, sp., gal.	3.75	Argyrol, oz.	2.45	Oxychloride, oz.35	Chloride, soluble, oz.60
Methylated, gal.	2.40	Aristol. (substitute), oz.	2.25	Oxyphosphate, oz.45	Chloride, insoluble, oz.60
Wood, gal.	1.70	Arrowroot, Bermuda, lb.	1.20	Salicylate, oz.35	Chloride, insoluble, oz.60
Aldehyde, oz.10	St. Vincent, lb.35	Salicylate, oz.35	Chloride, insoluble, oz.60
Alkannin, oz.	1.50	Arsenic metal, oz.30	Subiodide, oz.60	Chloride, insoluble, oz.60
Almonds, bitter, lb.75	Bromide, oz.50	Subnitrate, lb.	4.00	Chloride, insoluble, oz.60
Almond Meat, lb.60	Chloride, oz.50	Tribromphenol, (Xereform)75	Cinchonine, Muriate, oz.	1.50
Aloin, oz.25	Iodide, oz.75	Vanillin, oz.45	Pure Crystals, oz.60
Alum, lb.09	Sulphide, Red (Realgar), oz.15	Borax C.P. Cryst. lb.30	Synthetic, lb.60
Chrome, lb.50	Aseptol, oz.25	C.P., pulv., lb.30	Synthetic, lb.60
Pulv., lb.10			Cryst. lb.18	Synthetic, lb.60
Aluminium, coarse powder, oz.30			Pulv. lb.14	Synthetic, lb.60
Acetate, oz.20			Glass, lb.40	Synthetic, lb.60

Eserine, Salicylate, 5 gr. tube	each	\$1.00	Gum Shellac, orange, lb.	\$1.50	Iron, Oxide, Com'l, lb.	\$0.20
Phosphate, 5 gr. tube, each	1.00	Shellac, bleached, lb.	2.25	Black, oz.	.15	
Ether, Sulph., lb.	.65	Shellac, Powd., lb.	1.85	Brown, pure, lb.	.40	
Sulph., Squibbs, 1/4 lbs.,	1.90	Storax, oz.	.30	Red, Saccharated, lb.	.60	
lb.	1.00	Spruce, lb.	2.50	Peptonized, oz.	.40	
Ether, Valerianate, oz.	.50	Substitute Yellow Dextrine,	.15	Perchloride, oz.	.40	
Ethyl, Bromide, oz.	.40	lb.	.15	Phosphate, Scale, oz.	.15	
Butyrate, oz.	.30	White, lb.	.15	Pyrites, lb.	.30	
Formate, oz.	.65	Tamarac, lb.	1.50	Iron Pyrophos., oz.	.20	
Iodide, oz.	.70	Thus. (Turpentine), lb.	.60	Salicylate, oz.	.20	
Eucaine, B., 1/4 oz., each	.20	Tragacanth, pulv., lb.	4.50	Sesquichloride, oz.	.10	
Eucalyptol, oz.	3.00	Tragacanth, extra select,	9.00	Silicate, oz.	.20	
Euresol, oz.	2.10	lb.	.70	Subsulphate, oz.	.15	
Europhen, oz.	1.50	Tragacanth, 2nd select,	7.00	Succinate, oz.	1.85	
Exalgine, 25 grs., each	.50	lb.	3.00	Sulph., Exsic, lb.	.12	
Exodin Tablets, 1/2 gramme	.50	Tragacanth, Sorts, lb.	.40	pure, lb.	.85	
each (boxes of 10 tab-	.50	Gun Cotton, oz.	.85	Sulphocarb., oz.	.30	
lets) box	1.00	Haemoglobin, oz.	1.35	Sulphocyanide, oz.	.50	
Ferratin, oz.	1.40	Hedonal, oz.	.50	Tart and Potash, oz.	.30	
Ferropyrine, oz.	.55	Heliotropin, oz.	1.00	Valerianate, oz.	.70	
Fibrolysin, tube, each	.70	Holocaine Hydrochlor, 1	.40	Wire, fine, lb.	.15	
Flowers, Arnica, lb.	.60	gramme bots., each...	.30	Sulphide, lumps, lb.	.80	
Chamomile, German, lb.	.40	Homatrophine, pure, 1 gr.	.50	Isinglass, American Fish, oz.	.50	
Chamomile, Roman, lb.	3.50	tube, each	.40	Brazil, oz.	.55	
Calendula, lb.	.35	Hydrobromate, 1 gr.	.50	Russian, oz.	1.50	
Flowers, Elder, lb.	.20	tube, each	.40	Jalapin, oz.	.70	
Lavender, lb.	.48	Honey, lb.	.65	Juice Pawpaw, oz.	.70	
Rose, oz.	.40	Hops, in packages, lb.	2.50	Jalap, Resin, oz.	.75	
Formaldehyde, lb.	.15	Hydrastin, Alkaloid, 15 gr.	.40	Kamala, oz.	.75	
Formin, oz.	.90	tubes, each	.12	Kalin, lb.	.12	
Fluor Spar, powd., lb.	.25	Hydrastin, Hydrochlor, 15	1.65	Kefir, fungi, oz.	1.65	
Fluorescein, oz.	.10	gr. bots., each	.40	Keratin, Peptonized, lb.	3.25	
Fuller's Earth, lb.	.07	Sulphate, 15 gr. bots, ea	.40	Kesselguhr, Natural, lb.	.40	
Powdered	.60	Hydrastinine Hydrochlor,	.25	Koussou, oz.	.20	
Gallabronal, oz.	.80	15 gr. tubes, each	.55	Kola Nuts, lb.	.55	
Galls, powd., lb.	.40	Hydroquinone, oz.	2.30	Lactophenin, oz.	1.15	
Gardol, lb.	1.60	Hyoscine Hydrobrom, 1 gr.	.30	Lactucarium, oz.	1.25	
Gelatine for Hypodermic use,	2.00	tube, each	.80	Laevulose, Diabetic, 100	.80	
100 grammes, each	2.10	Hydrochlor, 1 gr. tube,	.50	gm. tin, each	1.00	
Cox's, per doz.	2.10	each	.50	Syrup, Microscopy, oz.	.65	
Gelatine, Silver label, lb.	.70	Pure Amorphous, 1 gr.	1.25	Lard, Benzotated, lb.	.55	
Gelseminine, C.P., 5 gr. bot.	.50	tube	.40	Lead Acetate, C.P., Cryst.,	.55	
each	.70	Hyoscyamine, amorph.,	.50	lb.	.55	
Hydrobromate, 5 gr. bot.	.70	Cryst., 1 grain, each..	.40	Acetate, lb.	.30	
each	.70	Hydrochlor, 5 gr. tube,	.60	Powdered, lb.	.30	
Sulphate, 5 gr. bot., each	.75	each	.90	Arsenate, Com'l, lb.	.40	
Gingerine, oz.	.45	Sulp., pure, 5 grains each	.90	Carbonate, E.P., lb.	.90	
Glass Wool, oz.	.15	Ichthalbin, oz.	.25	Chloride, pure, oz.	.15	
Glucose, lb.	.20	Ichthoform, 1 oz.	.15	Chromate, Fused, oz.	.15	
Pure, oz.	.47	Ichthyol Sodium, oz.	.60	Dioxide, oz.	.10	
Glycerine, lb.	.55	(substitute), oz.	.25	Foil, Assay, lb.	.50	
Glycin, oz.	.90	Insect Powder, lb.	1.50	Iodide, oz.	.40	
Glycyrrhizin, Ammon., oz.	.70	Iodine, Chloride, Tri., oz.	.40	Nitrate, pure, oz.	.20	
Gold Bromide Mono, 5 gr.	.40	Commercial, oz.	.45	Com., lb.	.25	
bot., each	.40	Resublimed, oz.	.60	Oleate, oz.	.25	
Bromide, Tri., 5 gr. bot.	4.20	Iodochloride, oz.	1.50	Oxide, black, oz.	.10	
each	12.00	Iodoform, Cryst., or powder	.40	Oxide, C.P., lb.	.85	
Chloride and Sodium, 15	1.55	oz.	.45	Oxalate, oz.	.12	
gr. bots., doz.	.12	Iodoform, Deodorized, oz.	.80	Peroxide, oz.	.25	
Chloride, dry, 15 gr. bots.	.80	Iodomuth, oz.	.15	Sulphate, C.P., oz.	.25	
doz.	.85	Iodoformogen, oz.	.55	Sulphide, oz.	.15	
Oxide, 15 gr. bot., each.	.235	Iodol, oz.	1.00	Test, lb.	.40	
Grains, Paradise, oz.	.85	Iodopin, oz.	1.10	Leaves, Stramanium, lb.	.75	
Guaiacol, Carbonate, oz.	.85	Iodophenin, oz.	.30	Uva Ursi, lb.	.30	
Salicylate, oz.	.60	Iodothyrene, oz.	.40	Lecithin, 15 gr. bot.	.40	
Valerianate, oz.	.75	Iodopyrine, 10 gramme bots.,	1.25	Tablets, (100 in bot), bot.	1.25	
Guaiacum, Rasp., lb.	.20	each	1.85	Lenigallol, oz.	1.85	
Guarana, Pulv., oz.	.20	Ionone, grain	.80	Leptandrin, oz.	.80	
Gum Aloes, Barb. lb.	.30	Iridin, 1/4 oz., each	2.00	Lime, Chloride, 1 lb. .doz.	1.85	
Aloes, barb., pulv., lb.	.35	Iron Acetate, oz.	5.00	1/2 lb. .	1.25	
Aloes, Cape, lb.	1.25	Ammoniated, lb.	.305	Liniment, Aconite, lb.	3.05	
Aloes, Cape, pulv., lb.	1.35	Ammonia, sulph., oz.	3.50	Belladonna, lb.	3.50	
Aloes, Socot, lb.	1.65	Ammon., Mur., lb.	2.00	Camph. Co., pure	2.00	
Ammoniac, lb.	.60	Arsenate, oz.	1.75	Chloroform, lb.	1.75	
Arabic, select, lb.	.30	Arsenate, oz.	1.90	Croton, lb.	1.90	
Arabic, Sorts, lb.	.60	Benzate, oz.	2.50	Iodine, lb.	2.50	
Arabic, Pulv., Ont., lb.	.55	Bromide, oz.	2.35	Opil, lb.	2.35	
Assafoetida, Powd., lb.	.60	Hydrogen, oz.	.15	Saponin, B.P., lb.	1.85	
Assafoetida, lb.	.60	Caodylate, oz.	.25	Sanipis Co., lb.	2.25	
Assafoetida, lb.	.55	Carb., Precip., lb.	1.30	Terebinth, lb.	1.00	
Arabic, Pulv., Sorts, lb.	.60	Carb., Sacch., lb.	1.30	Acet, lb.	1.30	
Benzoin, lb.	.27	Chloride (Ferric), oz.	1.25	Liquor, Amm., Ammon Acet	.80	
Catechu Com'l (Japonica)	.40	(Ferrous), oz.	.20	Fort., lb.	.30	
lb.	.80	Citrate, oz.	.50	Citras, Fort., lb.	1.25	
Catechu Cubes, lb.	.60	Ammonia, lb.	.25	Antim, Perchlor, lb.	.25	
Catechu Pulv., lb.	.60	Arsenate, oz.	.80	Arsenica, Hydrochlor, lb.	.20	
Casal lb.	.45	Benzate, oz.	.15	Arsenicalis, lb.	.15	
Damar, lb.	1.75	Bromide, oz.	.80	Bismuth, lb.	.80	
Eunhorbium, lb.	1.35	Hydrogen, oz.	.40	Carbo Detergeno, lb.	1.00	
Eunhorbium, Pulv., lb.	1.45	Caodylate, oz.	.40	Donovani, lb.	.40	
Galbanum, oz.	1.75	Carb., Precip., lb.	.90	Epistasticus, oz.	.90	
Gamboge, lb.	1.35	Carb., Sacch., lb.	.40	Ferri Acetas, Fort., lb.	.40	
Gamboge, Pulv., lb.	1.75	Chloride (Ferric), oz.	.50	" Iodide, lb.	5.00	
Guaiacum ordinary, lb.	1.35	(Ferrous), oz.	.22	" Perchlor, Fort., lb.	.20	
Guaiacum, pulv., lb.	1.45	Citrate, oz.	.80	" Pernit, lb.	.20	
Kino, lb.	1.75	Ammonia, lb.	.25	" Persulph., lb.	.80	
Kino, pulv., lb.	1.75	Arsenate, oz.	.30	Hydrarg. Perchlor, lb.	.30	
Mastic, lb.	1.80	Benzate, oz.	.100	Nit. Acid, lb.	1.00	
Merrh. lb.	.50	Bromide, oz.	.20	Plumbi, Acetas, lb.	.20	
Merrh. pulv., lb.	1.50	Hydrogen, oz.	.25	Potassae, lb.	.25	
Olibanum, lb.	2.00	Caodylate, oz.	.150	Santal Flav. Co., lb.	1.50	
Sandarac, lb.	2.25	Carb., Precip., lb.	.35	Soda, Chlor., lb.	.18	
Sang. Draconis, lb.	2.25	Carb., Sacch., lb.	.80	Soda Ethylate, oz.	.25	
Sang. Draconis, powd.,	5.00	Chloride (Ferric), oz.	.85	Strychnine, lb.	.60	
lb.	10	(Ferrous), oz.	.35	Zinci Chlor., lb.	.40	
Scammony, lb.	.35	Citrate, oz.	.35	Liquorice, Paste, lb.	1.40	
Seedlac, oz.	.25	Ammonia, lb.	.35	Powd. Extract, lb.	1.75	
	.25	Pentantized, oz.	.25	sticks, lb.	1.10	
	.20	Nitrate Crystals, oz.	.20	Lithia Bitartrate, oz.	.80	
	.20	Oxalate, oz.	.80	Benzoate, oz.	.80	
	.20	Ferric Scales, oz.	.20	Bromide, oz.	.60	
	.20	Oxalate and Potassium,	.20	Carbonate, oz.	.25	
		oz.				

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Lithia, 2.	2.00	Nitrate, oz.15	Wine, oz.25	Hypophosphate, oz.30
Lithia, 2.60	Salt, lb.30	Wintergreen, oz.75	Glycerophosphate, oz.30
Nitrate, 2.60	Sheet, oz.15	Artificial, oz.15	Hypophosphate, oz.50
Saccharose, oz.45	Sulphate, oz.10	Wormseed, oz.75	Hypophosphate, oz.15
Tartrate, 2.60	Nitrate, 2.	2.50	Wormwood, oz.	2.00	Iodate, oz.	1.20
Litmus, Granular, lb.	2.00	Nitrate, 2.45	Oil Cake, ground, lb.06	Iodide, lb.	4.60
Lithia, 2.	2.00	Nitrate, 2.	1.00	Oxymethylene, Balladonna, oz.40	Metabisulphate, oz.15
Lithia, 2.	1.10	Oil Amber, crude, lb.	1.25	Blue, lb.	1.30	Nitrate, lb.25
Lithia, 2.60	Rectified, lb.	1.25	Boric Acid, lb.45	C. P., lb.	1.00
Lithia, 2.	6.75	Amalgam, Amara, pure, oz.	1.50	Calamine, lb.75	Oxalate, Neutral, lb.	1.80
Lithia, 2.	3.75	Persic, oz.	1.25	Canthar, lb.	1.10	Perchlorate, oz.30
Magnesium, Anhydrous, Phos		Dulc, lb.80	Carbolic, lb.50	Permanganate, lb.	1.75
phate, oz.20	Aniline, oz.15	Gallae, lb.	1.10	Phosphate, C.P., oz.30
Borocitrate, oz.25	Banana, lb.70	Co., lb.	2.00	Prussiate, Red, Cryst., lb.	1.85
Bromide, oz.45	Bays Green, oz.65	Hyd. Ammon, Chlor., lb.	1.15	Red, Pulv., lb.	1.90
Calc, carbonate, lb.40	Bay Rum, oz.65	Biniodide, lb.	1.75	Salicylate, oz.80
Calc, (powdered), lb.25	Bergamot, oz.65	Compd., lb.	1.75	Silicate, oz.40
Calc, (powdered), lb.	1.50	Cade, oz.15	Nitrate, lb.	1.00	Silicofluoride, oz.15
Chloride, oz.15	Cajeput, oz.15	Oxide, Flav., lb.90	Cryst., lb.	1.40
Citrate, soluble, lb.	1.25	Camphor, lb.60	Oxide, Rub., lb.	1.50	Sulphate, Cryst., lb.	1.00
Glycerophosphate, oz.40	Capsicum, oz.	1.15	Iodine, lb.	1.10	Pulv., lb.	1.00
Hypophosphate, oz.80	Caraway, oz.65	Compd., lb.95	C.P., Cryst., oz.20
Magnesium Metal, powd., oz.40	Cassia, oz.25	Iodoform, lb.	2.00	C.P., powd., oz.20
Nitrate, oz.15	Castor, English, 1st, lb.40	Picis, lb.50	Sulphite, oz.25
Phosphate, oz.15	2nds, lb.43	Plumbi, Acetate, lb.65	Sulphocarb., oz.80
Ribbons, oz.	3.25	Pharmaceutical, lb.45	Plumbi, Iodi, lb.	1.75	Sulphocyanate, oz.85
Salicylate, oz.40	Cedar, pure, lb.	2.75	Resin, lb.75	Sulphuret, lb.90
Sulphate, C.P., dried, lb.45	Cedar, Com'l., lb.	1.90	Simple, lb.65	Tartrate, lb.	2.15
Commercial, lb.12	Wood, lb., cedar	1.25	Sulphur, lb.60	Propylamine, oz.	1.00
Sulphite, oz.15	Cedrat, oz.90	Sulphur compound, lb.80	Chlor., oz.	3.50
Wine, oz.	3.25	Chaulmoogra, oz.50	Zinc, Oxide, lb.60	Protan, powd., oz.75
Mallein (5 gramme tubes),		Chamamile, oz.	4.00	Oleo-Resin, Capsicum, oz.60		
each	1.00	Citronella, Com'l., lb.	1.35	Opium, oz.90	Pulvis, Aloes Co., lb.80
Maltose, oz.	1.05	Opt., lb.	1.50	Orange Peel, oz.	1.00	Amygdal, lb.	1.00
Manganese, Borate, oz.85	Cinnamon, True, oz.	2.50	Ground38	Antimon Co., lb.60
Carbonate, oz.20	Cloves, oz.25	Pancratine, Pure, Active,		Aromatic or Cinnamon Co.,	
Chloride, oz.20	Cocunut, lb.50	oz.35	lb.	1.00
Glycerophos, oz.45	Cod Liver, N.F., gal.	2.90	Papaine, oz.	1.00	Pulvis, Creta, Aromat, lb.	1.50
Hypophos, oz.37	“ Mace, Essential, oz.40	Merck's, oz.	1.00	C. Opil, lb.90
Iodide, oz.60	Cognac, green, oz.	1.75	Paraformaldehyde, oz.20	For Mistura Creta, lb.45
Metal, oz.50	White, oz.	1.10	Pelletierine, Sulphate, 15 gr.		Ipecac Co., lb.	2.75
Oxide, commercial, lb.15	Copaiba, oz.20	bot., each	2.00	Jalap Co., lb.	1.50
Black, pure, lb.	1.95	Coriander, oz.	5.75	Tannate, 15 gr. bot., ea	1.50	Kino Co., lb.	2.40
Peptonized, oz.50	Cotton Seed, gal.	2.10	Pepsine, Boudaults, oz.	2.35	Lacres Co., lb.40
Phosphate, oz.20	Croton, oz.25	Scale, Pure Soluble, lb.	6.00	Opil Co., lb.	2.75
Sulphate, oz.15	Cubels, oz.	1.00	Pure Soluble, oz.45	Rhei Co., lb.	1.20
Manna, oz.75	Oil Resin, oz.	1.25	Peptone, meat, dry, oz.85	Scammony Co., oz.30
Menthol, oz.60	Cumin, oz.	1.00	Perhydrol, 50 gramme bots.,		Seidlitz, lb.60
Mercury, lb.	1.50	Dill, oz.90	each75	Tragacanth Co., lb.	1.25
Acetate, oz.30	Erigeron, oz.15	Petrolatum, Yellow lb.25	Thompson's Composition,	
Bichlor, (Corros. Sub-		Eucalyptus, oz.15	White, lb.50	lb.85
imate), lb.	2.00	Fennel, oz.45	Phenacetine, oz.35	Putty Powder, lb.90
Pulv., lb.	2.05	Fusel, lb.	1.25	Powd., oz. Phenalgine	1.85	Pyckettannin, blue, oz.	3.25
Biniodide, oz.50	Hemlock, pure, lb.	2.00	Tablets, oz. Phenalgine	1.85	Pyramidon, Swiss, oz.	1.50
Bromide, oz.80	No. 2 lb.	1.75	Phenazone, oz.45	Salicylate, oz.	1.50
With Chalk, oz.15	Goose, lb.75	Phenol, Bismuth, oz.80	Pyridin, C.P., oz.25
Chloride (Calomel), lb.	2.00	Jasmine, oz.	4.40	Phenol, Chloride, oz.45	Pyrogallol, Bismuth, oz.	1.85
Chl. Am. (White Precip.),		Juniper, Berries, oz.	1.00	Phenolphthalein, oz.25	Pyrolognine, oz.	1.80
oz.45	Wood, lb.	3.50	Phloroglucin, 1/2 oz., each	.80	Quassia chips, lb.15
Cyanide, oz.55	Lavender, Eng. oz.	5.50	Vanillin, 1/2 oz., each	.50	Quassia, 15 gr. bot., each	1.85
Iodo Viride, oz.55	Exotic, oz.20	Phosphorus, lb.	1.10	Quinine, Alkaloid, oz.	2.05
Nitrate Cryst., oz.30	Lavender, French, oz.60	Pentoxide, oz.60	Arsenate, oz.	2.05
Nitric Oxide (Red		Garden, oz.25	Red, oz.30	Bisulphate, oz.	1.45
Precip., lb.	2.20	Lemon, Opt., lb.	3.00	Pilocarpine, Alkaloid, 5 gr.		Cacodylate, oz.	4.20
Oleate, 10 p.c., oz.28	Grass, oz.45	bot., each75	Citrate, oz.	2.25
Oleate 20 p.c., oz.33	Linseed, boiled, gal.	1.25	Hydrobromate, 5 gr. bot.,		Dihydrochlorate, oz.	2.25
Oxide Flav., oz.35	Raw gal.	1.22	each90	Ferro Cyanide, oz.	2.05
Oxychloride, oz.60	Mace, Essential, oz.40	Muriate, 5 gr. bot., each	.55	Glycerophosphate, oz.	2.05
Oxyanhydride, oz.65	Mace, Expressed, oz.30	Nitrate, 5 gr. bot., each	.55	Hydrobromate, oz.	2.00
Salicylate, oz.45	Malefern, oz.	1.05	Salicylate, 5 gr. bot. each	.60	Hydrochloride, oz.	1.50
Sulph. Flav. (Turpeth		Mustard, artificial, oz.85	Saltate, 5 gr. bot. each	.60	Hypophosphate, oz.	2.05
Min'l), oz.40	Essential, oz.	2.35	Pipe Clay, in squares, lb.16	Phosphate, oz.	2.25
with Sulph (Ethiops		Myrrane, lb.45	Piperine, 1 oz., each	1.30	Sulphate, oz.	1.40
Min'l), oz.25	Nepenthes, lb.25	Pitch, black, lb.07	Salicylate, oz.	2.25
Sulphate, bi, oz.35	Neroli, oz.	2.00	Burgundy, lb.45	Tannate, oz.	1.20
Sulphocyanide, oz.45	Nitrogl., oz.25	Platinic Chloride, 5 p.c.		Valerianite, oz.	3.50
Tannate, oz.35	Olive, pure, gal.	8.75	sol., oz.	3.80		
Mesotan, 10 gramme		Opuntia, White, oz.20	oz. bot., each	8.00	Resublimed, oz.	3.25
Methylene, Iodide, oz.	1.25	Red, lb.	3.00	Oil, per gr.50	Rice Flour, lb.15
Microscopic Salts, oz.20	No. 2 lb.60	Wire per gr.50	Rodnat, 3 oz. bottle for	.90
Milk Sugar, lb.55	Palm, lb.45	Plumbago, lb.12	Root, Aconite, lb.75
Mistura Lactis Co. (U.S.P.),		Patchouli, oz.	1.00	Pedophyllin, oz.	1.45	Pulv., lb.90
Glycerhiza Co. (U.S.P.),		Pennyroyal, oz.25	Poppy heads, per doz.70	Alkanet, lb.	2.00
lb.60	Pepper, black, oz.	1.20	Potassium, pure, 1/2 oz. ea.	1.20	Angelica, lb.90
Morphia, Alkaloid, oz.	10.50	Oleo Resin, oz.	2.50	Arsenate, lb.	1.20	Arnica, lb.	2.00
Acetate, oz.	6.25	Peppermint, Jap., oz.75	Arsenite, oz.20	Belladonna, oz.15
Bromide, oz.	20.00	English, oz.	2.00	Benzoate, oz.70	“ powd., oz.15
Muriate, oz.	6.25	“ oz.	1.50	“ Pulv., lb.50	Blood, lb.60
Sulphate, oz.	7.50	Petrolatum, Amer., gal.	3.50	“ C.P. Cryst., lb.	1.25	Pulv., lb.65
Tartrate, oz.	10.00	Pimento, oz.45	“ C.P. Cryst., lb.	1.25	Burdock, lb.45
Valerianate, oz.	20.00	Pinnus, pumilion, oz.65	“ C.P. Cryst., lb.	1.25	Elecampane, lb.32
Monochlorophenol, oz.60	Pinnus, Sylvestria, oz.35	“ C.P. Cryst., lb.	1.25	“ pulv., lb.36
Moss, Iceland, lb.60	Poppy, oz.10	Potassium Bisulphate lb.	1.60	Galangal, lb.35
“ lb.25	Rose, N. 2 lb.	3.50	Bisulphite, lb.	1.45	Curcuma, pulv., lb.30
Bleached, lb.60	Rose, Virg. 1/2 lb.	4.00	Bitart. pulv., lb.65	Dandelion, lb.50
Musk, Canton, oz.	2.00	Rosemary, Opt., oz.25	Bromide, lb.65	Dock, yellow, lb.30
Musk, pure grain, grain		Cam'l, lb.	2.00	Carbonate, lb.60	“ ent, lb.47
Myrtol, oz.	1.25	Sacchar, oz.	1.25	Caustic, Purif. by alcohol,		Calamus lb.75
Naphthaline, E.P., Cryst., oz.		Sacchar, W.L.75	lb.	2.00	Catochie, lb.	2.10
“ Pulv., oz.30	Sacchar, W.L.75	Chlorate, lb.30	Columbo, lb.55
“ Pulv., oz.28	Sacchar, W.L.75	Chlorate, lb.30	Root, German, lb.30
Naphthol, Alpha, Recryst,		Artificial, lb.	1.25	Potassium, Chlor., Pulv., lb	.50	“ pulv., lb.35
“ lb.33	“ lb.30	Pulv., C.P., lb.55	Ginseng, oz.60
Beta, Recryst, Medicinal,		“ lb.30	“ C.P. Cryst., lb.55	Golden Seal, whole, lb.	10.00
“ lb.25	Oil, Skunk, lb.50	Chloride, lb.55	Powd., lb.	10.50
Beta, Benzoate, oz.45	Spearmint, oz.	1.25	Chloroplatinate, 15 gr.		Hellebore, White, Pulv.	
“ lb.20	St. Johnswort, lb.75	bots., each	2.60	lb.55
“ lb.20	Spruce, lb.	2.00	Chromate, Yellow, C.P.,		“ lb.40
Chloride, oz.20	Tansy, oz.85	oz.20	Jalap, lb.85
				Citrate, lb.	2.00	Jalap, pulv., lb.90
						Leptandrin, lb.80

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pulv., lb.40	Macc, lb.	1.20	Oxalate, oz.10	" free from Arsenic,25
Mandrake, lb.85	Scotch, lb.	1.30	Salicylate, oz.15	Hypophosphite, oz.60
Mandrake, gr'd., lb.88	Lorillard's, lb.	1.90	Sulphide, oz.15	Iodide, oz.60
Marshmallow, lb.75	Soap, Arsenical, lb.40	Strychnine, oz.	3.25	Lactate, oz.35
Orris, lb.40	Castile, pulv., lb.40	Arsenate, oz.	3.60	Metal, pure, oz.10
pulv., lb.50	Curd, lb.40	Arsenite, oz.	2.85	Nitrate, pure, oz.25
Parana Brava60	Cocanut, lb.25	Glycerophosphate, oz.	3.10	Oleate, oz.15
Pleurisy, lb.50	Soft, lb.30	Hydrochlorate, oz.	3.25	Oxide, lb.30
Rhastany, lb.40	Viride, lb.40	Hypophos, oz.	3.25	" pure, lb.40
Rick, E.I., lb.	1.75	Whale Oil, lb.20	Nitrate, oz.	2.50	" Hubbucks, lb.	1.10
Rhei, E.I., pulv., lb.	1.75	Soda, Acetate, lb.35	Sulphate, oz.	2.50	" dry process, lb.40
" Turkey (so-called)30	Aluminate, oz.12	Phosphate, oz.	3.30	Permanganate, oz.70
" pulv., oz.35	and Ammonia Phos. (Micro-		Valerianate, 1/2 oz.80	Phosphate25
Sarsaparilla, Honduras,		scini Salts), lb.85	Stypticin, 15 gr. bot., each60	Phosphide, oz.35
" Mexican, lb.90	Arsenate, pure, dry, oz.15	Tablets, box, each65	Salicylate, oz.30
Senega, lb.	2.00	Arsenite, pure, oz.20	Succus, Conium, lb.	1.10	Stearate, oz.15
Serpentaria, lb.	1.10	Ash, lb.07	Tarax, lb.	1.60	" Comp., oz.60
Sombul, oz.30	Benzocate, oz.20	Sulfonal, oz.	1.50	Sulphate, pure, oz.20
Spigelia lb.	3.50	Biscarb, lb.09	Sulphaminol, oz.	2.00	" C.P., Cryst., lb.30
Squills, white, lb.35	" Chance's, lb.10	Sulphur, Chloride, oz.15	" C.P., Gran., lb.30
Pulv., lb.45	Bichromate, fused, oz.15	Iodide, oz.50	" C.P., dried, lb.40
Saccharine, Amer., oz.65	Biphosphate, oz.15	Precipitated, lb.40	Sulphide, pure, oz.15
Saffron, Amer., oz.15	Bisulphate, pure, oz.15	Opt., lb.50	Sulphite, oz.29
Spanish, oz.	2.00	Bisulphite, lb.25	Powdered, lb.07	Sulphocarb, oz.15
Sal Acetosella, lb.	1.50	Pure, dry, oz.10	Sublimed, lb.12	Valerianate, pulv., oz.	1.00
Carlsbad, artificial, lb.30	Bitartrate, Cryst., oz.15	Extra, lb.14	" Cryst., oz.80
Epsom, lb.12	Bromide, gran., lb.65	Rol, lb.10		
Howard's, lb.15	Cocodylate, 1/2 oz., each50	Vilum, lb.20		
Glauber, lb.05	Carb., C.P., Cryst., lb.35	Tamaris, lb.21		
Sal Nitre, cryst., lb.28	" C.P., dried, lb.35	Tannalbin, oz.75		
gran., lb.25	Caustic, gran., lb.21	Tannigen, oz.	1.00		
Prunella, lb.65	" Sticks, lb.60	Tannoform, oz.60		
Rochelle, lb.50	" Sticks, pure, by		Tar, Barbadoes, lb.40		
Soda, lb.04	alcohol, lb.	1.25	Stockholm, lb.60		
Salicina, oz.	1.60	Chlorate, oz.10	Terebene, oz.25		
Salol, oz.15	Choleate, oz.45	Terpin, Hydrate, oz.15		
Salophen, oz.	1.75	Chloride, pure, oz.10	Terpinol, Liquid, oz.30		
Sanguinarine, Alkaloid, 5 gr.		Cinnamate, 1/2 oz., each15	Theobromine, oz.	1.50		
hot, each35	Citrate, oz.20	and Soda Salicylate, oz.80		
Nitrate, 5 gr. bots., each45	Ethylate, dry, oz.	1.35	Thiocin, oz.	3.40		
Santonine, oz.	12.00	Fluoride, oz.15	Theocine, Soda Acetate, oz.	2.10		
Santyl, Liquid, oz.	2.20	Formate, oz.15	Thiochl, substitute, oz.	1.25		
Capsules, 30 in box75	Glycerinophosphate, oz.25	Thioform, 25 gram.75		
Saponin, 1/2 oz. bot., each.13	Hypochlorite, Solution, oz.10	Thiol, oz.40		
Scopolamine, hydrochlor, 5		Hypophosphite, oz.20	Thiosinamine, oz.	3.15		
gr. bots., each65	Hyposulphate, lb.55	Thorium, Nitrate, oz.	2.10		
Seeds, Angelica, lb.	1.00	Hyposulphite, lb. C.P.80	Thymol, oz.	1.65		
Anise, lb.35	Iodide, oz.40	Thyroidine, oz.	1.35		
" pulv., lb.40	Lactate, Syr., oz.25	Tin, Metal Sticks, oz.25		
" Star, lb.60	Meconate, oz.	2.25	Granulates, lb.	2.50		
Burdock, lb.40	Metaphosphate, oz.20	Powder, fine, oz.35		
Canary, lb.15	Nitrate, Crude, lb.15	Rasped, oz.25		
Cardamon, Decort, lb.	1.50	Nitrate, Pure Cryst., oz.10	Toluene, lb.45		
Pulv., lb.	2.55	Nitro-prusside, oz.	1.25	Tow, lb.50		
Celery, lb.50	Nitrate, oz.10	Tribromphenol, oz.	1.60		
Caraway, lb.25	Oleate, oz.15	Bismuth, oz.	1.00		
Caraway, pulv., lb.30	Oxalate, oz.20	Triferrin, oz.	1.00		
Colocich, lb.	4.35	Perborate, Medicin, oz.15	Trikresol, oz.25		
pulv., lb.	4.56	Permanganate, oz.30	Trionol, oz., substitute.	1.50		
Oonium, lb.25	Soda, Phosphate, gran., lb.15	Triphehin, oz.75		
Coroander, lb.15	" C. P., Cryst., lb.50	Tumenal, 25 grammes for55		
pulv., lb.18	" C.P., pulv., lb.55	Turpentine, chian, oz.	1.50		
Croton, lb.25	Salicylate, lb.75	Venice, lb.35		
Cumin, lb.42	Natural, oz.	1.00	Unguentum, Crede, oz.	2.00		
pulv., lb.45	Silicate, lb.13	Uranium, Acetate, oz.	2.00		
Dill, lb.40	Succinate, oz.50	Chloride, oz.60		
Fennel, lb.30	Sulphate, C.P., Cryst., lb.20	Nitrate, oz.45		
pulv., lb.35	Soda Sulphate, C.P., dried,30	Urea Crystals, Pure, oz.35		
Flax, lb.11	lb.12	Nitrate, oz.65		
Pure ground, lb.12	Sulphite, Cryst, or Gran.12	Urecedin, oz.60		
Foenugreek, pulv., lb.15	" C.P., lb.25	Urethane, oz.60		
Hemp, lb.20	" Dried, C.P., lb.35	Vaniline, oz.	2.00		
Seeds, Hyoscyamus, oz.25	Sulphocarb, oz.15	Veratria, pure, 1/2 oz.55		
Lobelia, lb.55	Tartrate, C.P., oz.15	Verdigris, balls, lb.60		
Maw, lb.	1.00	Sodium, Metal, oz.70	Pulverized, lb.60		
Mustard, White, lb.40	Solution40	Veronal, substitute, oz.	1.00		
Pumpkin, lb.60	Dobell's lb.40	Vinegar, Cantharides, lb.90		
Quince, lb.	2.00	Fehlings, No. 1, oz.05	Wax, Bayberry, lb.80		
Rape, lb.20	Fehlings, No. 2, oz.10	Brazil or Carnauba, lb.	1.00		
Stavesacre, lb.75	Hydrarg, Bichlor., lb.65	Ceracine, lb.60		
" pulv., lb.80	Nitroglycerine, 1 p.c. oz.20	Japan, lb.45		
Stramonium, lb.30	Vlemicks (Calc. Sulph.),65	Paraffine, lb.20		
Stropanthus, lb.	4.00	lb.60	White, No. 1, lb.	1.45		
Sunflower, lb.30	Somatoze, oz.60	White, No. 2, lb.60		
Wormseed, lb.60	Spartein, Sulp., 1/2 oz., oz.	4.40	Yellow (Beeswax) lb.70		
Selenium, in sticks, oz.	1.50	Sparmaceti, lb.75	Xylol, oz.15		
Silver Bromide, oz.	2.00	Spirits Ammon., Aromat, lb.	1.40	Yohimbine, Cryst., 1 gram	1.05		
Chloride, oz.	1.15	Camphor, lb.	1.60	tube, each80		
" 1/2 oz., each25	Chloroform, lb.	1.80	Tablets, (tubes of 10),80		
Iodide, oz.	8.20	Stannous, Chloride, C.P., oz.25	Zinc, Acetate, pure, oz.15		
Silver Neucinate, oz.	1.10	Stannic, Chloride, oz.60	Benzoate, oz.50		
Nitrate, crys., oz.	1.10	Starch, powd., lb.15	Bromide, oz.40		
Fused, oz.	1.30	Stearine, lb.60	Carbonate, lb.85		
Oxide, oz.	2.50	Strontia Bromide, lb.	1.25	" Precip., oz.15		
Sulphate, oz.	2.00	Carbonate, oz.10	Chloride, fused, oz.15		
		Chlorate, oz.20	" Granul., oz.20		
		Chloride, oz.20	Cyanide, oz.25		
		Lactate, oz.25	Ferrocyanide, oz.40		

TINCTURES

Aconite	\$1.45	Aloe95	Aloe and myrrh	1.60	Arnica	1.40	Asafoetida	1.75	Belladonna leaves	1.60	Benzoin	1.80	Benzoin, comp.	1.90	Blood root	1.50	Buchu	1.60	Calendula	1.75	Cannabis, Indica	5.40	Cantharides	2.20	Capsicum	1.20	Capsicum and myrrh	1.40	Cardamom	1.45	Cardamom, comp.	1.45	Catechu, comp.	1.10	Cimicifuga	1.15	Cinchona, comp.	1.40	Cinnamon	1.45	Colchicum root	2.30	Colchicum seed	2.40	Columbo	1.10	Cudbear	1.15	Digitalis	6.55	Ferric chloride55	Gelsemium	1.30	Gentian90	Gentian, comp.95	Ginger	1.75	Green soap	1.25	Guaiac	2.00	Guaiac, ammon.	2.00	Hydrastic	2.60	Hyoscyamus	1.45	Iodine75	Iodine, colorless80	Iodine, Churchill's	2.00	Ipecac	1.30	Iron, citre-chloride	1.35	Iron, muriate55	Jalap	1.70	Kino	1.45	Krameria	1.30	Lavender, comp.	1.55	Lemon peel	1.70	Lobelia	1.55	Myrrh	1.85	Myrrh and capsicum	1.40	Nutgall	1.20	Nux vomica	1.60	Opium, camphorated	1.20	Opium (laudanum)	2.20	Orange peel	1.75	Quassia	1.10	Rhubarb	1.30	Rhubarb, aromatic	1.40	Sanguinaria	1.35	Serpentaria	1.50	Squill	1.25	Stavesacre	1.10	Stramonium	1.05	Tolu	1.80	Valeria	1.35	Valerian, ammoniated	1.45	Veratrum, Viride	1.85	Warburg's	3.10
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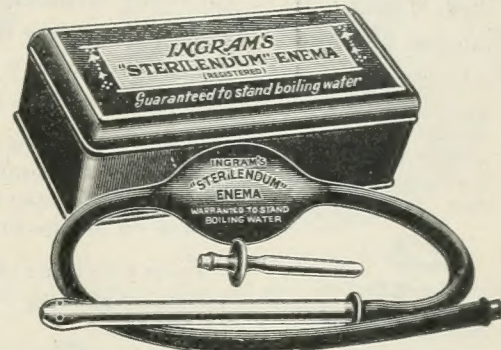
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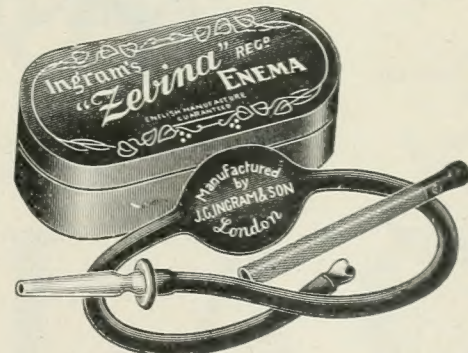
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